

capabilities along the continuum

Pre-approval

Strategy/Planning

- New Company Launches
- First Product Launches
- Pre-to-Post-Commercial Planning
- Market Analysis
- Brand Plans
- Commercialization Strategy and Implementation
- Product And Portfolio Assessments
- Patient Journey Mapping
- Franchise Planning
- US Launch Requirements

Market Shaping + Brand Foundation

Branding

- Brand Identity (Corporate)
- Brand Identity (Product)
- Portfolio Branding
- Brand Architecture
- Positioning and Message Platforms
- Verbal and Visual Identity

Fresh Approach

- Brand Foundation Workshop
- Branded Science Workshop
- Positioning and Messaging Workshops

Launch

Creative and Digital Execution

- Copywriting and Content Expertise
- Art and Graphic Design
- Scientific/Technical Writing
- Project and Vendor Management
- Creative Campaign Development
- Websites (Responsive)
- Package Design
- Brand Style Guides
- Logo and Graphic Design
- Tradeshow Design
- Brand Videos
- Scientific and MOA Videos
- 3D and 2D Animation and Illustration

Post Launch

- Web Strategy and Design (Mobile first)
- Mobile Applications
- Digital Ecosystem Mapping and Activation
- User Journey Mapping
- VR and AR Execution

Social Media

- Channel Strategy and Management
- Community Development and Outreach
- Influencer
- Intelligence and Listening
- SEO