

No matter how strong your product or reputation, you won't win
if your language doesn't matter to your audiences.

WE MAKE IT MATTER.

Johnson & Johnson tackles the world's toughest health challenges. Your healthcare innovation is creating a powerful force of care... and profoundly impacting the health of humanity.

Who you are and what you do taps into strong emotions, and your ability to understand and harness those emotions effectively with your messaging makes all the difference. Success comes from understanding how your audience feels and what will make them listen, care, and act. That's where we come in...

We invented

LANGUAGE STRATEGY®

We're a Language Strategy firm founded on the idea that it's not what you say that matters, it's what people hear. We're masters at finding exactly the right words to maximize the effectiveness of messages, drive action, and change behavior.

CONTACT US TO CREATE THE WINNING LANGUAGE FOR:

PRODUCTS

Whether it's shaping a market or defining a category, articulating differentiation, or explaining a mechanism of action, we can help product marketing teams carefully craft the right language.

NARRATIVES

We collaborate to design, test, and optimize narratives for building reputation, demonstrating value, illustrating innovation, and more.

ISSUES

We have extensive experience crafting credible messages to explain pricing, demonstrate access, manage crises, and address other key issues.

With us, you get a partner comfortable working iteratively and co-creatively to fit any budget, achieve any goal, and adapt any question for research. We're a small, dedicated, multi-disciplinary team that's equally confident across in-person and virtual qualitative research and quantitative surveys. And we're part of the large Omnicom family of agencies, many of which currently work with J&J.

OUR WORK SPANS...

Markets

North America, Latin America, Asia Pacific, Europe, Middle East, and Africa

Divisions

Marketing and brand teams, market research and insights, corporate communications, access

Audiences

Physicians, patients, key opinion leaders, policymakers + more

We've helped J&J with many challenges across multiple therapeutic categories and markets. A few examples include:



REFRAMING TO SHOW VALUE WITH A NEW MARKET ENTRANT

We uncovered the right language to show the value of continuously receiving therapy when fixed-duration options seemed “good enough.”



TESTING CURRENT POSITIONING WITH HCPs & RESEARCH FOR NEW LAUNCHES

We reintroduced Tremfya's coverage, access, and patient support programs to help overcome its initial reputation for being hard-to-get.

Janssen Neuroscience

ESTABLISHING A BRAND-LEVEL NARRATIVE THAT WILL RESONATE

We created a clear, ownable narrative to introduce the next stage of precision medicine—precision psychiatry—showcasing Janssen as an innovative industry leader and ultimately promoting adoption of Janssen's suite of therapies.

OUR BAG OF LINGUISTIC TRICKS:

QUALITATIVE RESEARCH

We go in-depth, exploring a new topic or learning how and why an audience reacts to language. Includes:

- Virtual/in-person Listening + Emotional Response, which can measure visceral reactions to messaging in real time
- One-on-one audience interviews

HYBRID RESEARCH

Rich, qualitative feedback at scale, we use a range of cost-effective tools we've developed including:

- Asynchronous Interviews
- Core Visual Aid testing surveys

SURVEY RESEARCH

Clear, statistically rigorous answers to specific questions about audience preferences or perceptions.

Methodologies include:

- National/global or targeted surveys
- Persuasive Strength™, our proprietary quantitative approach to measure how compelling your language is

CONTACT US FOR MORE:



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