

You can have the right data, an important unmet need, and a great strategy, but the language and framing you use to bring it to life makes the difference between winning and losing.

# WE HELP YOU WIN.

When it comes to the high-stakes, highly complex, highly competitive, and quickly evolving environment in which Pfizer operates, winning is about more than nailing the science. It's about standing out in a crowded space. It's about translating complex innovations into simple language. And it's about truly resonating with your audiences in ways that shift their perceptions and change their behaviors.

That's where we come in.

Our research-based approach combines expertise in linguistics, behavioral science, and strategy to understand precisely what to say—and how to say it—to make your audiences listen, care, and act.

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 your communication.

## WE HELP TEAMS ACROSS PFIZER CREATE THE WINNING LANGUAGE FOR:

### PRODUCTS

Whether it's to shape the market, differentiate a therapy, or explain a mechanism of action, we help marketing and communication teams get the framing and language just right.

### NARRATIVES

When it comes to developing, testing, and optimizing narratives around reputation, value, therapeutic franchises, your pipeline, and more, we understand what it takes to resonate with key stakeholders.

### ISSUES

With Pfizer and pharma more generally under increasing amounts of public scrutiny, we apply bespoke approaches to building trust around hot-button issues like pricing, access, ESG, and other challenging topics.

## 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 Pfizer with challenges such as:



## TRULY RESONATING WITH BOTH HCPs and PATIENTS

We developed a comprehensive Language Strategy that spanned unbranded and branded communications to truly resonate with both patients and HCPs, and ensure consistency of message and language across channels. This included HCP to patient communications, overarching DSE campaigns, and specific prefirst dose communications at launch.



## DRIVING HCP SUPPORT FOR A HEALTH EQUITY PLATFORM

We tested and identified the right language and framing that resulted in the "Every Color is Primary" health equity campaign in dermatology, helping motivate and generate support among dermatologists while minimizing potential concerns and skepticism.



## DRIVING URGENCY AROUND A NEW TREATMENT

We developed an unbranded Language Strategy that identified the right framing and language to build urgency among dermatologists looking for a more effective and safe solution for alopecia areata.

## WE HELP BRANDS CONNECT ACROSS THE LIFECYCLE:

- Unbranded and launch campaigns
- Messaging and positioning
- Lexicon development
- Commercial and scientific narratives
- Customer communications
- Internal communications
- Corporate issue and crisis communications
- Corporate brand narratives
- CVA and IVA testing (inc. visuals)
- Creative concept testing (inc. visuals)
- Sales team communications
- Underperforming brands and communication approaches
- Updates due to market shifts and new competitors
- Rebranding and LOE

### CONTACT US FOR MORE:



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