

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 can make 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 Novartis thrives, 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.

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 NOVARTIS 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 Novartis 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**
US and global

 **Divisions**
Marketing and brand teams, market research and insights, communications, corporate, public affairs

 **Audiences**
Physicians, patients, key opinion leaders, policymakers + more

We've helped Novartis with challenges such as:



DEFINING MESSAGING, LEXICON, AND LANGUAGE ACROSS ALL COMMUNICATIONS

Developed a comprehensive Language Strategy and lexicon playbook that spanned unbranded and branded communications across both patients and HCPs and indications for PNH, IgAN, C3G, IC-MPGN, and aHUS. Our work helped to define messaging, lexicon, and language across all communications from overarching DSE campaigns to specific lexicon on MOA, diagnosis, and patient support.



DIFFERENTIATING A TREATMENT TO POSITION AGAINST COMPETITION MORE CLEARLY

We developed an overarching global narrative showing why Zolgensma is an essential treatment of choice for HCPs when treating spinal muscular atrophy in children, and differentiating against competitors making confusing claims around gene therapy.



TELLING A GLOBAL ACCESS NARRATIVE THAT'S DIFFERENTIATING, CREDIBLE, COMPELLING - AND THAT DEMONSTRATES LEADERSHIP

We identified the right language and framing to make Novartis stand out and sound different when communicating about the company's access efforts, focusing on both local and global commitments.

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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