

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 Gilead 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 GILEAD 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 Gilead and pharma more generally under increasing 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, corporate communications, public affairs

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

How we've helped pharma companies:

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WE NEED TO REFRAME OUR MESSAGE 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.”

Johnson & Johnson

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WE NEED TO DIFFERENTIATE 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.

 **NOVARTIS**

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WE NEED TO RESONATE 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 pre-first dose communications at launch.

 **Pfizer**

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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