



Message Framework Development Workshops

A med-tech assay company which had been spun off from a major pharmaceutical company, needed to rebrand itself and simultaneously launch a series of new products. We were tasked with creating messaging for the rebrand and the new launches, and for developing content across multiple platforms.

We worked with the marketing team to develop key messages for each of the assays. We created a message framework document that outlined storylines for each message and then we used the messaging to develop and create websites, videos and marketing communications collateral for the sales teams.

The two-year project is nearing completion and four of the eight websites will be launching this summer. The materials have already been disseminated and are in use, and the feedback has been that the messaging has successfully repositioned the company's products and has created an identifiable brand tied to strategic narratives.