



Strategic Communications Planning

A Japanese pharmaceutical company and its partners needed to find a way to differentiate its consumer version of a skin care product from its physician version of the product. And it needed to happen in 11 countries in seven languages.

We created a strategy where each product would have its own logos, messaging, packaging and slogans to create a real value proposition for distributors of each product. We orchestrated meetings in six countries to conduct a study of distributors, retailers and end users to understand the dynamics of customer needs and wants, product differentiation, pricing tolerances, store and office displays and reaction to each product. We developed names for each product, as well as messaging, logos, collateral, displays, websites, social media strategy, reporting metrics and customer feedback systems in all countries and in all languages. The result was successful, global launch.