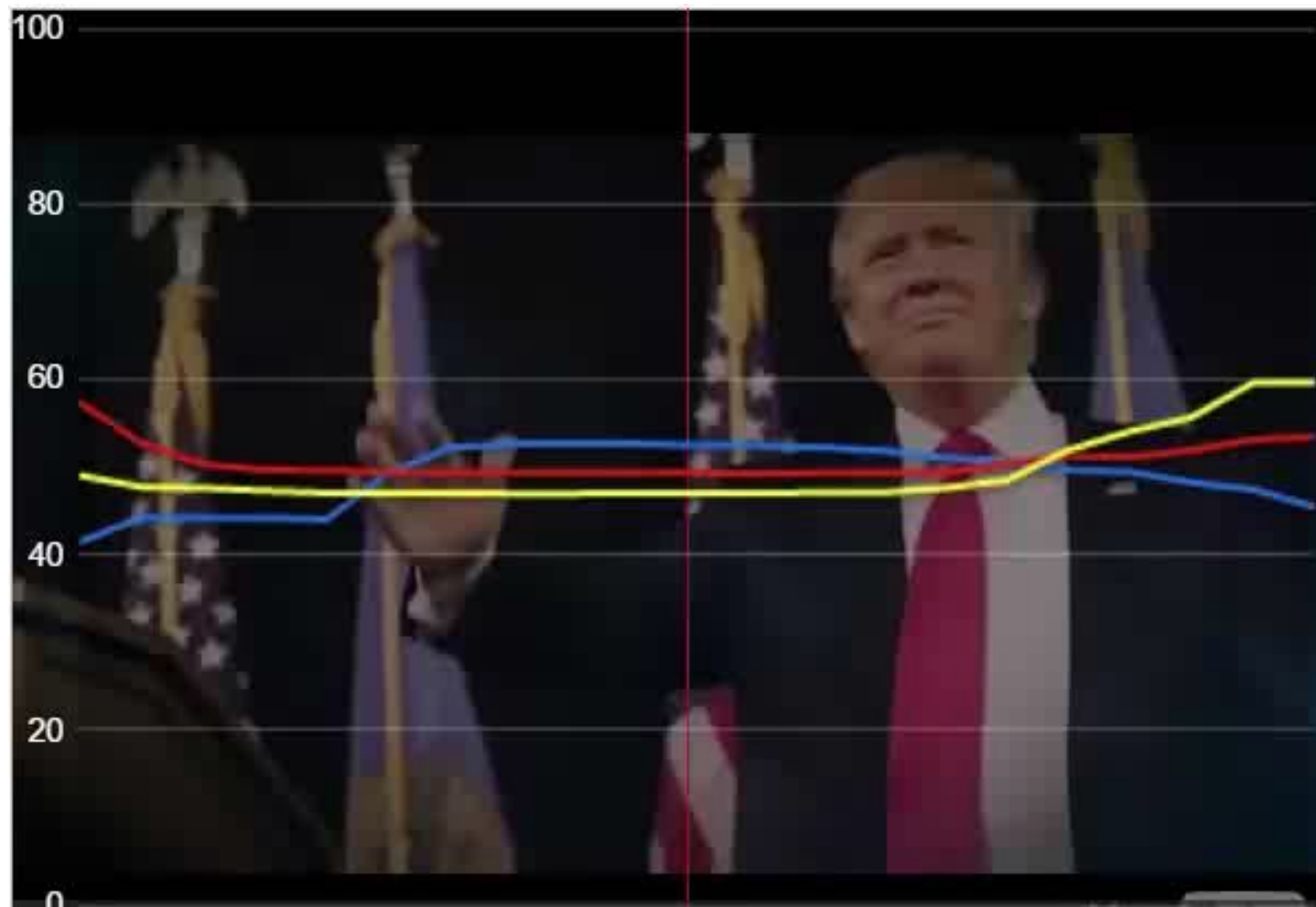


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You can have everything else right...

a smart strategy...

the facts on your side...

a good product...

but if your words don't
meaningfully connect...

you won't win in the marketplace.

Some of the business challenges the industry is facing...

tricky product or
novel MOA

2nd to market or
hard to differentiate

LOEs, switches
and biosimilars

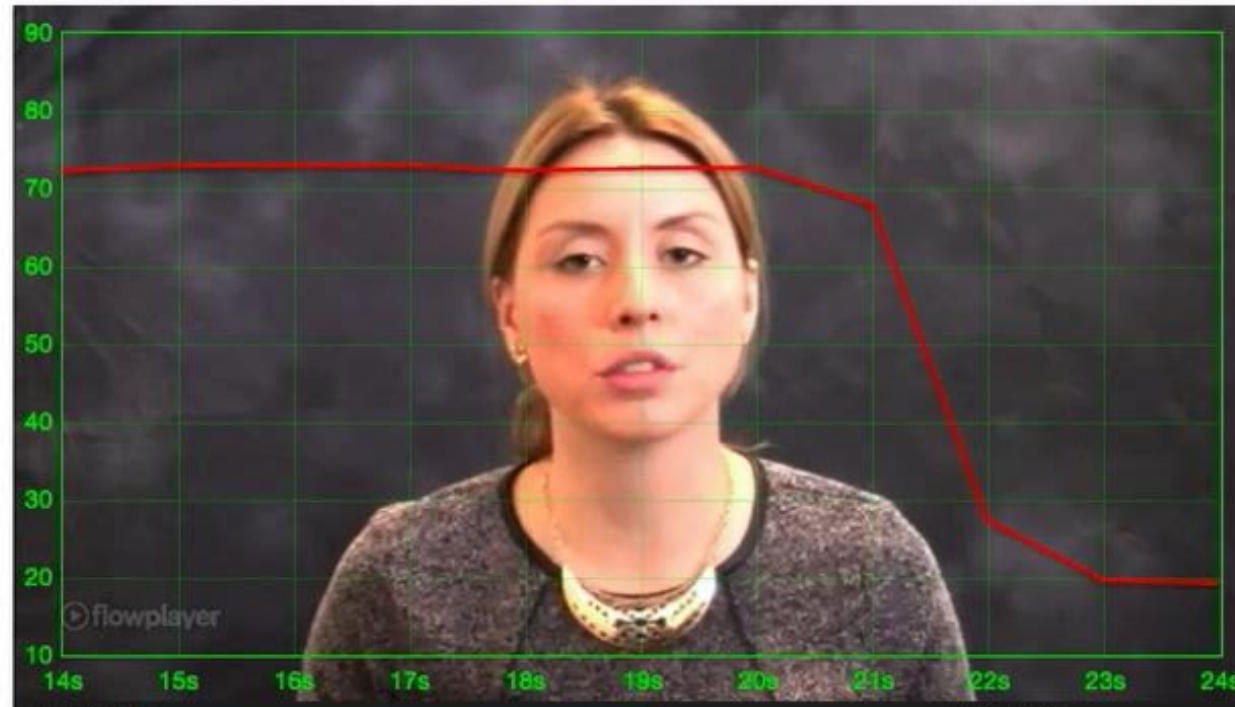
reframing the
disease state

boosting
compliance

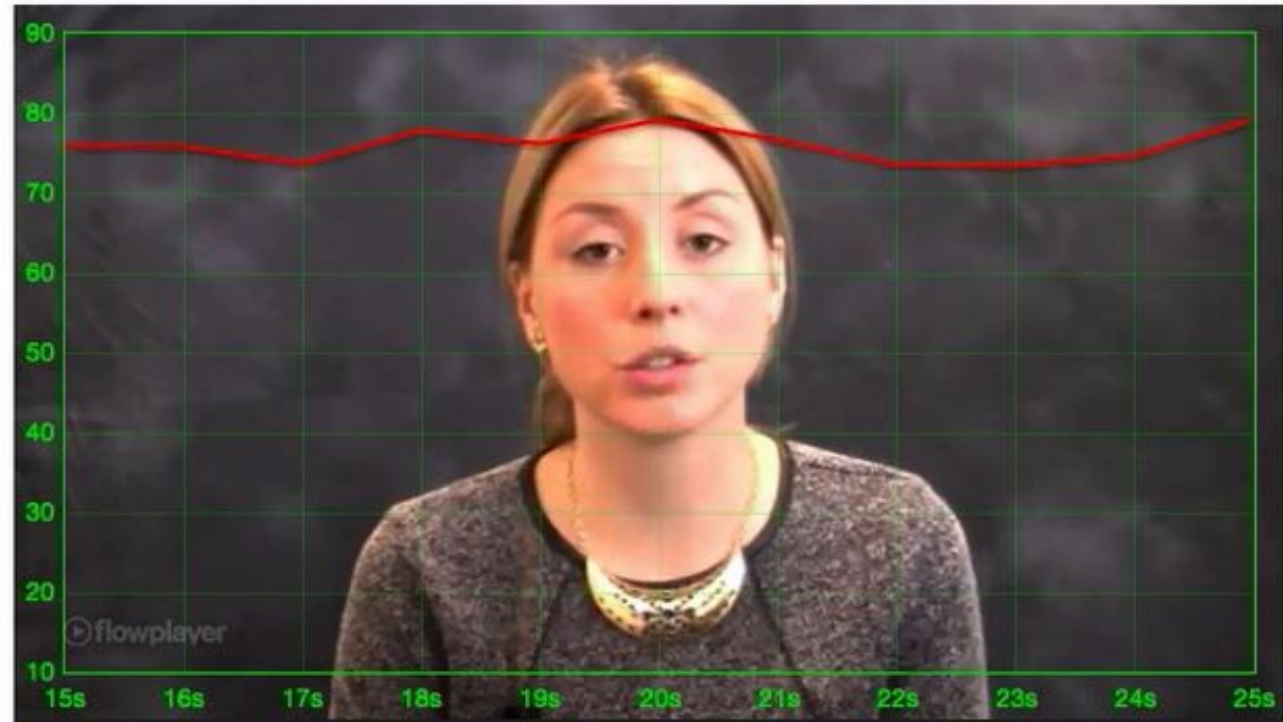
shaping reputation
and issues

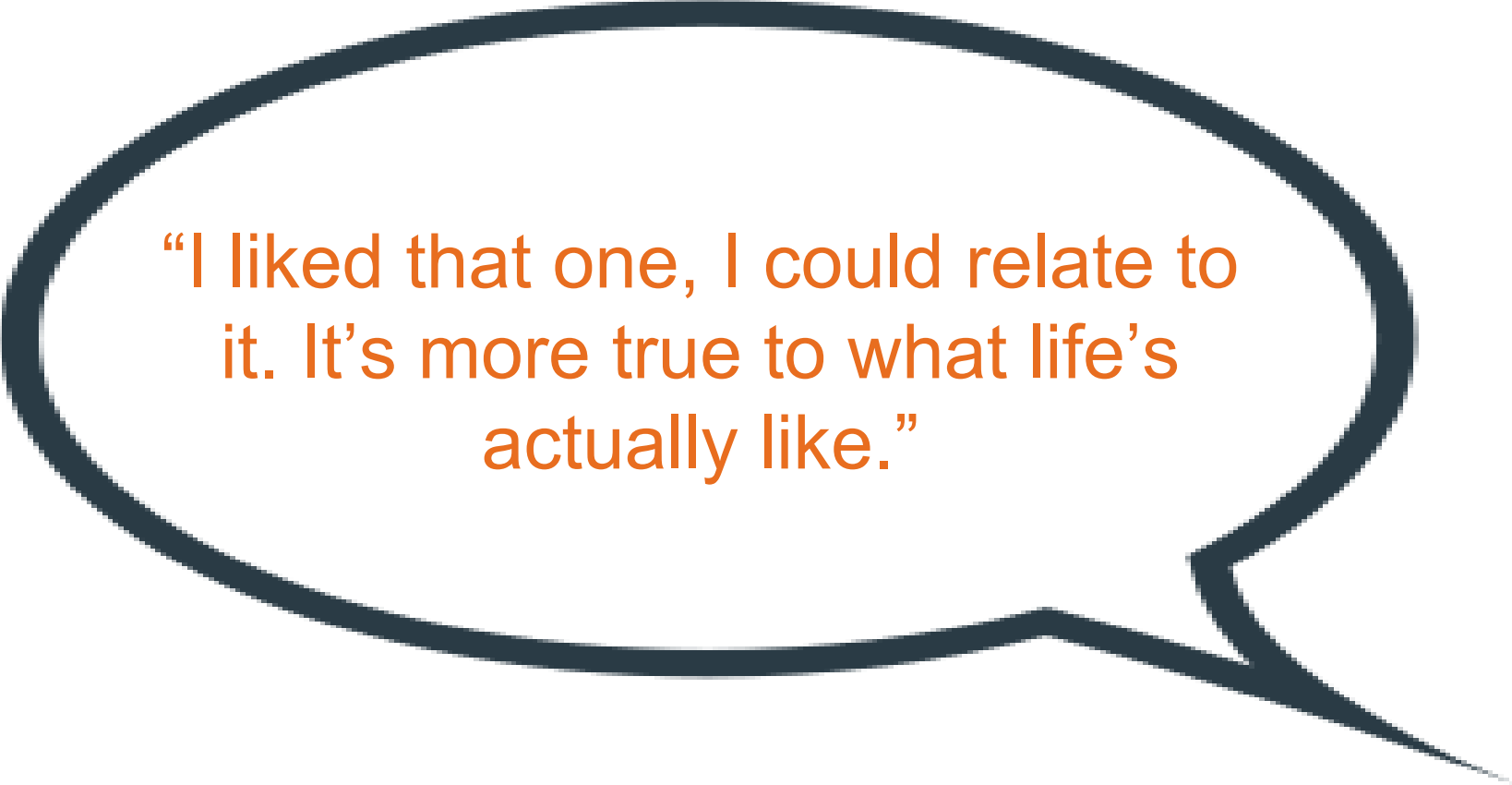
Case 1: disruption

- + How do you disrupt the market for birth control?
- + There's a big different between language that SHOULD be motivating...



+ ...and language that truly **IS motivating**





“I liked that one, I could relate to it. It’s more true to what life’s actually like.”

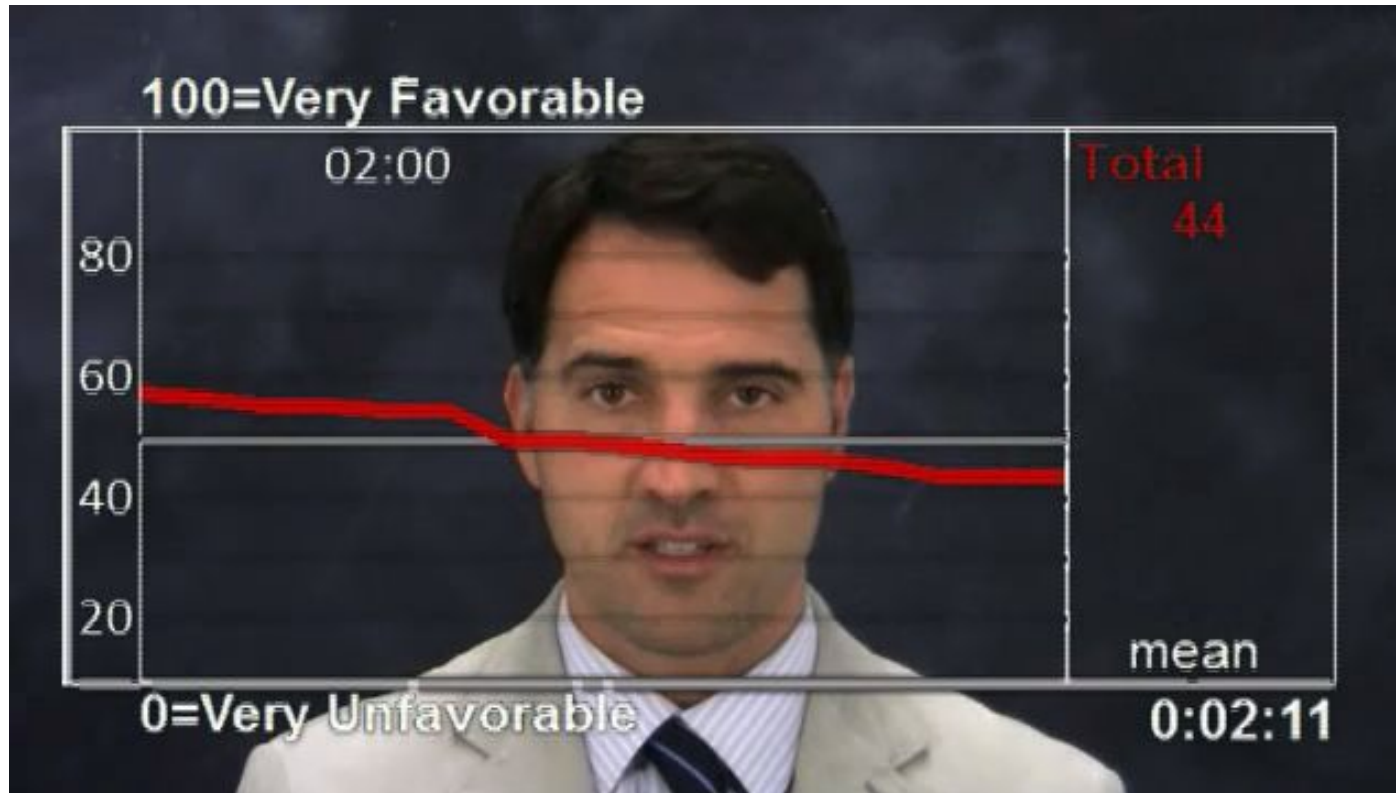
**the modern
solution**

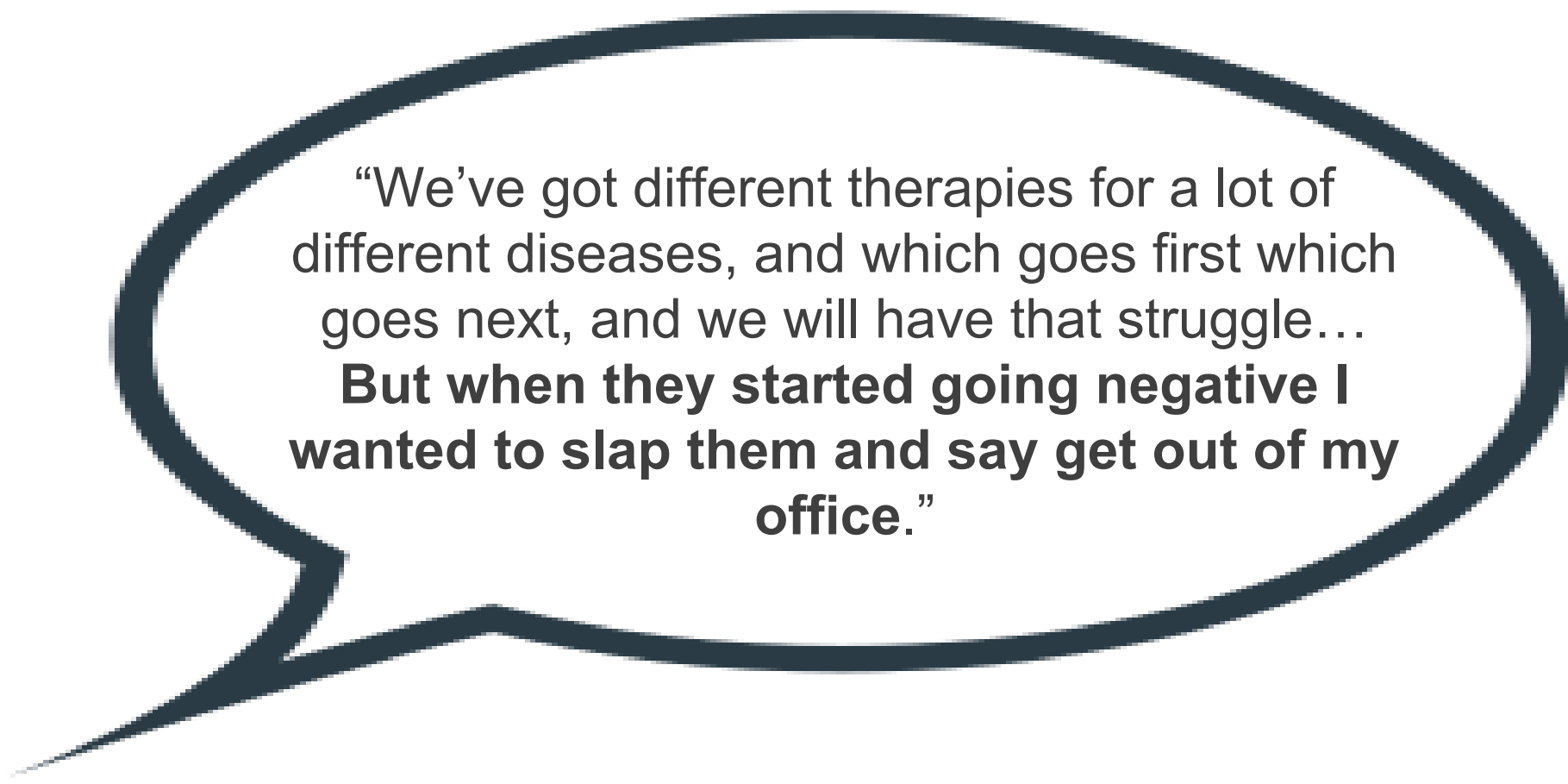


**the solution for
your modern life**

Case 2: crowded space

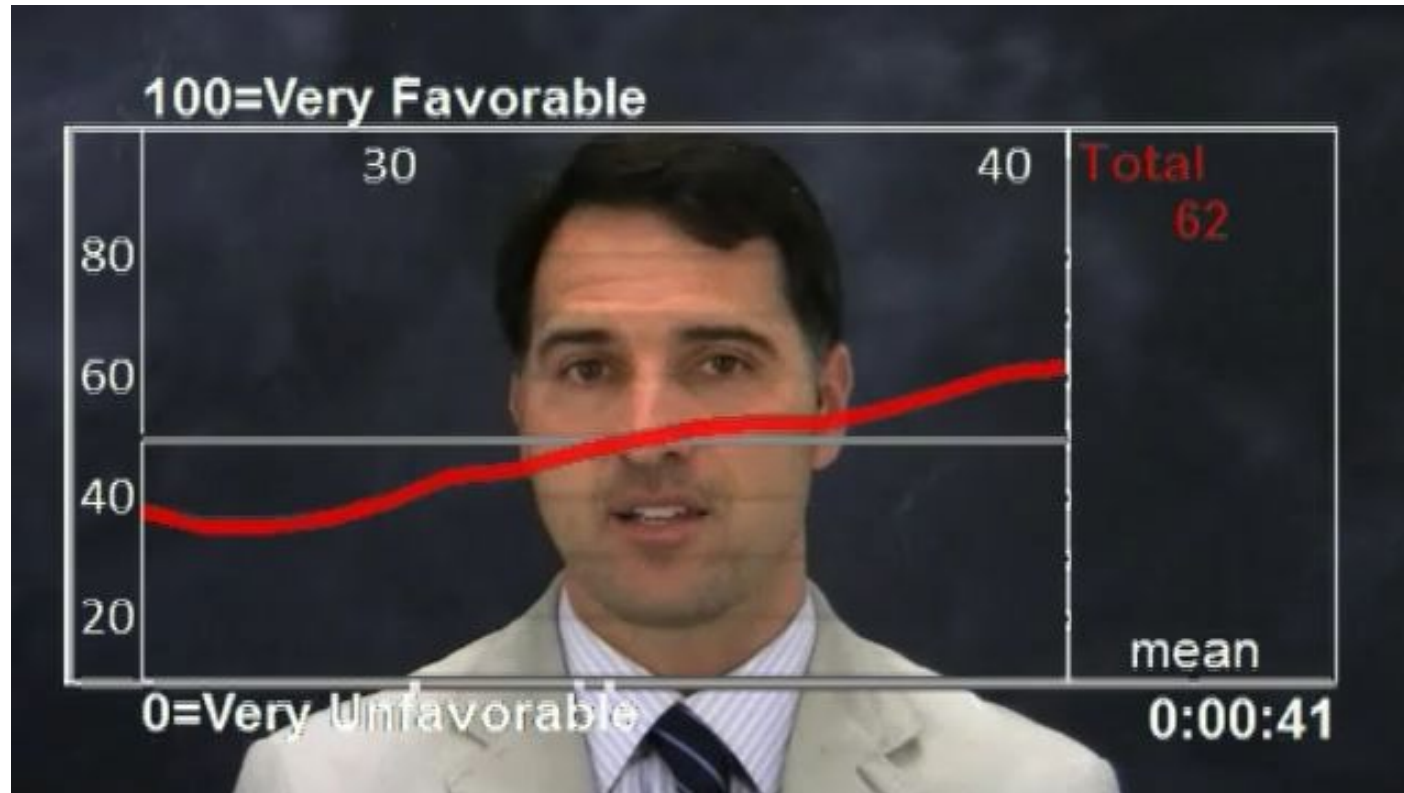
- + When you attack the competition...






“We’ve got different therapies for a lot of different diseases, and which goes first which goes next, and we will have that struggle...
But when they started going negative I wanted to slap them and say get out of my office.”

- + When you **work well with others**





“I liked that this was complementary to Product X. The other one it seemed like they were moving beyond, standing on the steps of giants.”

Communicates targeted nature
of the therapy and the durable
response achieved

the right partner

Communicates fact that
medication is meant to
complement existing
therapies; and that this is
HCP-friendly treatment option

other industries





mazda

CERTIFIED
PRE-OWNED

≡ **Certified** Pre-Owned ≡
by BMW



CERTIFIED
PRE-OWNED



CERTIFIED
PRE-OWNED



CERTIFIED
Pre-Owned



FORD CERTIFIED
PRE-OWNED



 **CERTIFIED**
CHEVROLET **PRE-OWNED**



Great Value[™]

100% Arabica

Premium Instant Coffee

Café instantáneo de primera calidad

NET WT/PESO NETO
12 OZ (340g)





DELICIOUS
STARBUCKS®
COFFEE
IN AN INSTANT

NEVER BE
WITHOUT
GREAT
COFFEE™



It's not what **you say**,
it's what **they hear**®

1. What impact do you want to have?

(be specific)

2. What matters to them?

(not you)

3. How can you make your offering matter?

(words matter)

what **business challenges**
are you trying to solve?

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