

MacDougall is a strategic communications agency for clients dedicated to delivering new innovations that improve human health.



## Why It Matters

Delivering the right story to your audiences is crucial no matter where you are in your life cycle. Whether you're about to go public, or launch your company, it's imperative that your entire team is communicating a cohesive story that best highlights your unique value prop.

## Our Approach

MacDougall helps you identify your key differentiators to craft a corporate identity that sets your science, mission and team apart from the rest. Through brand storytelling workshops we help to align your team, develop positioning, and update necessary brand elements.



## Supporting Tactics

- MacDougall conducts a BOD audit, survey of key stakeholders and a competitive landscape analysis
- During the in-depth working session, MacDougall works with you to:
  - Develop a clear branding statement and messaging that will take your organization through the next 12-18 months
  - Align communications activities with corporate goals and objectives and identify threats and weaknesses to address
  - Prioritize key audiences
  - Build consensus for a consistent corporate communications strategy
  - Ensure management, directors, and key stakeholders are all aligned
- Following the session, MacDougall delivers a 1-2-year strategic communications plan, a final positioning statement, and a message map



## Get in Touch

MacDougall is here as your partner in positioning and messaging. [Contact our team today](#) to see how we can help.

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