

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

Company Debuts

Why It Matters

First impressions are everything. How you unveil your company to competitors, investors and potential employees has the power to define your position in the industry for years to come. Executing a productive launch is critical to ensure that your company is set up for long-term success.

Our Approach

MacDougall has a strategic, disciplined approach to debuts which begins with a corporate positioning and messaging session. Our team then prepares for the debut by developing and updating materials, prepping for media interactions and laying the groundwork for a robust roll out of the new positioning and messaging. Once MacDougall enters the execution phase, all internal stakeholders will be aligned on key messages, all materials will be updated to reflect the new corporate positioning, and a robust media plan will be put in place ensuring a smooth and productive launch.

Supporting Tactics



- Draft debut press release
- Coordinate with investors and partners
- Develop media Q&A document
- Media train key executives
- Develop custom media targets for outreach
- Establish corporate friends and family list
- Set up social media channels
- Proactively pitch debut to media and relevant audiences



Get in Touch

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



 (781) 235-3060  [Send us a note | inquiries@macdougall.bio](mailto:inquiries@macdougall.bio)