

# M Case Study



## Situation:

Biogen engaged MacDougall to launch and disseminate a strategic communications plan internally.

## Goal:

MacDougall conducted quantitative and qualitative research to ascertain key themes, challenges, opportunities, audience demographics and psychographics, and definitions of success.

MacDougall developed streamlined key messages and created an omnichannel communications plan designed with multiple touch points to optimize for learning styles and varied distribution channels within company.

## Results:

MacDougall delivered a 12-month communications plan with accompanying messaging documents, managerial communication supports, collateral, draft creative and an editorial calendar. The package was designed to ensure the lean internal comms function could easily implement the plan and maintain long term success, while creating maximum impact.

