



Don't get lost on your *prelaunch path*

Stay on course with our **Beyond Communications** series, guiding you through the essential steps to ensure your market is fully prepared and receptive for your brand launch. Shape perceptions about disease drivers and unmet clinical/patient needs. Ensure that the right messages are heard, as intended.

The path to *effective campaign development*



1

Immerse in your positioning
What does your brand need? What mindset shift will support success?

Immerse everyone in the customer
What frustrations/unmet needs/missed opportunities will support the mindset shift?

2



3

Align on your emotional tone(s)
Do you want to invigorate/excite/provoke?

Agree a single behaviour change
What will your campaign achieve?

4



5

Agree on priority launch channel/location
In today's world, will the campaign be shown at congress/in digital form/in MSL meets?

CHECK YOUR 'Confidence Kit'

FOR UNBRANDED CONCEPT DEVELOPMENT

How can you build confidence in your co-creation journey with your global stakeholders, your creative agency and local markets? At Beyond Blue, we have considered our **critical success factors for unbranded communications development** to ensure strategic, creative and insight alignment.



Join forces early



Look beyond stated responses



Leverage known knows



Develop omnichannel strategy



Bring together brand, creative and insights teams from the get-go

We value joining forces early. It helps to steer the creative brief and kick-start the brainstorming with a focus on the customer from the beginning.



Leverage the known knows of concept development

With decades of experience, we run 'first pass' sessions with creative agencies to provide guidance on how key elements might test in research.



Embrace tools that go beyond stated responses

Harnessing tools such as predictive visual analytics, voice emotion, sentiment analysis etc., enables you to streamline the process of elimination for key concepts/messages and identify any 'communication nightmares' in the future.



Harness AI to tailor and unify omnichannel

Leverage the ability of AI tools to help position concepts in the real world to develop concepts and their variations relevant to the channel; not only how how each channel requires a different approach, but, more importantly, how all channels work cohesively.



To unpack this further and learn how **Beyond Blue** can keep you on track at early-stage communications development, get in touch with Sam, Phil, Jenny or Mike:
hello@beyondblueinsight.com



Look out for our **communications optimiser tool** to help you take some of the critical decisions through your creative journey.