

Achieve **positioning** excellence.



Does your product truly address an unmet patient or physician need? Stay ahead with a differentiated, globally relevant positioning that is **grounded in reality and delivered in strategy.**

Beyond Blue's Positioning solution is a meaning and behaviour-driven, consultative, end-to-end strategy **tailored to your specific needs.**

Set Your Brand Up for Market Success

- **Balance credibility with aspiration** to create a differentiated, believable and inspiring positioning.
- Align with real stakeholder unmet needs to **drive behaviour change.**
- **Future-proof your brand** with positioning ready for global markets and competitive evolution.
- Ensure **internal alignment** through inclusive workshops that overcome silos and politics.
- **Adapt to change** with strategies continuously refined to stay relevant.

Go Beyond Words for a Meaningful Positioning Strategy

- Rely on our end-to-end support from discovery to delivery.
- Leverage the expertise of our behaviour change team to identify and drive shifts that sustain positioning impact.
- Achieve impact with our innovative methodologies, such as:
 - AI sentiment analysis
 - Implicit association testing
 - Online communities & TDI
 - Voice emotion association

What is Our Secret Sauce? We...

- ✓ ... go beyond words, delivering **strategies that truly resonate.**
- ✓ ... build **alignment between** commercial and medical teams.
- ✓ ... combine **emotional insight with strategic rigour.**
- ✓ ... help you develop a **meaningful, actionable, and future-ready positioning.**