

Establishing a Credible Voice in Rare Disease Through Thought Leadership

The Challenge

The organisation had a strong scientific and innovation story, but needed a clearer, more unified external narrative to bring its role, relevance and impact to life.

Fragmented communications across corporate, product and stakeholder engagement, combined with growing scrutiny from media, policymakers and the wider health ecosystem, created a need to articulate value beyond data.

This presented an opportunity to develop a more cohesive strategic narrative that could build trust, strengthen credibility and increase visibility across key audiences.

The Solution

We developed an integrated corporate communications and thought leadership approach that helped define, sharpen and activate a clear, differentiated narrative for the organisation.

Our work brought together narrative development, strategic positioning and message alignment across priority audiences, ensuring the organisation could communicate with greater clarity and consistency. We also created a thought leadership platform, supported by a focused content and media strategy, to strengthen external visibility and credibility.

Alongside this, we developed spokesperson positioning to equip senior leaders with the language, themes and proof points needed to communicate the organisation's value with confidence.

