

**BIOTECH
BRAND
STRATEGY**

DIY

Create your Minimum Viable Strategy (MVS)



**Before doing any
design work, align on
your brand strategy
and story.**

Don't just chase the glitz!



Or you end up with "blah"

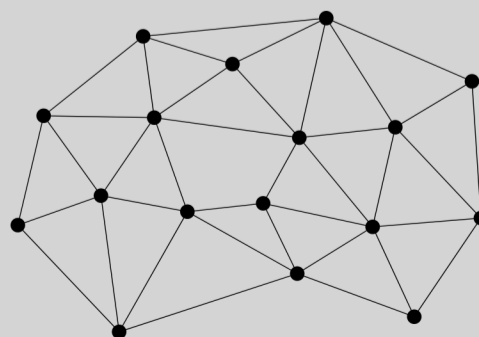
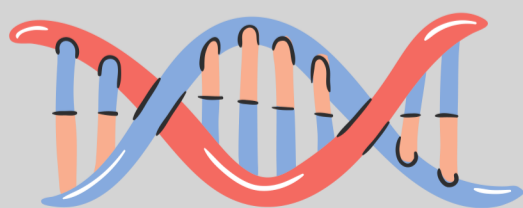
Weak copy

"Re-imagining gene therapy"

"Improving patient outcomes with cell therapies"

"Transforming cell engineering"

Lame Visuals



Because without a brand strategy, you will:

- Blend into the sea of sameness
- Confuse your audiences
- Fail to be compelling
- Be forgettable

And don't blame your designers...

NEWSFLASH

IT'S YOUR FAULT

*you have no strategy,
your brief is bad and you
chose designers who don't
know better*

SO LET'S CHANGE THAT

Your DIY Minimum Viable Strategy (MVS)

 1 Purpose

 2 Positioning

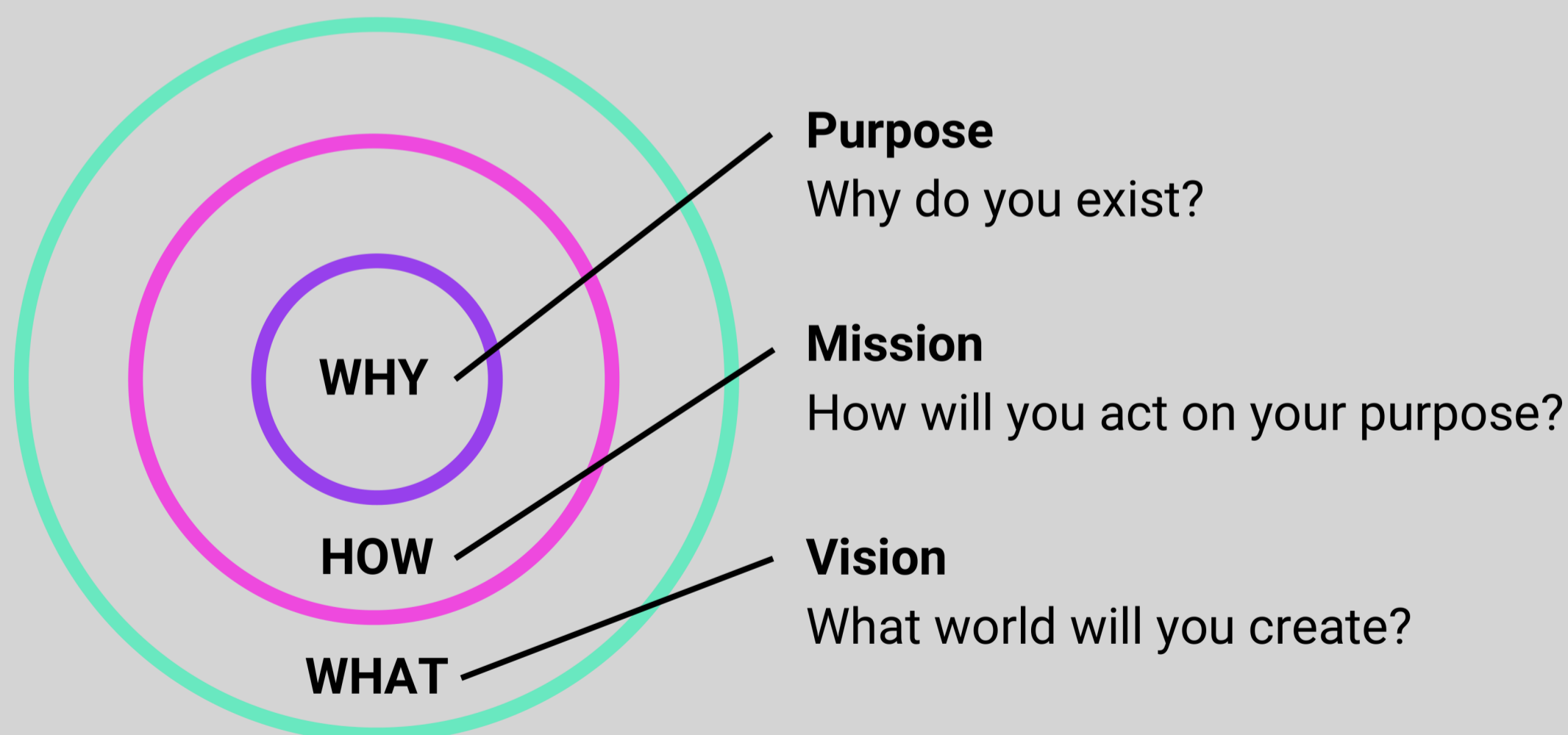
 3 Personality

1

PURPOSE

This is the core of your organization. When everything is stripped away, what are you trying to achieve other than making money?

You need a statement that grounds the organization. If it's a purpose, great. If it's a mission, fantastic. You don't need to fill in all the blanks and have multiple statements. Just one will do.



GENERATE

Gather the leadership team and answer these questions. Individually, then share with the group.

- What is something in your category that upsets you?
- What is something you wish all physicians understand?
- What do you uniquely believe in?
- What does the organization need to do every day to accomplish its goals?
- Why do you exist beyond making money?
- Describe the new world when your work is "done"

Push for emotional language!

MASHUP

Highlight the answers that are relevant and emotive. Then start building your statement.

Examples:

- In business to save our home planet
- Accelerating the world's transition to sustainable energy
- Spread ideas, foster community and create impact
- A world without Alzheimer's and all other dementia

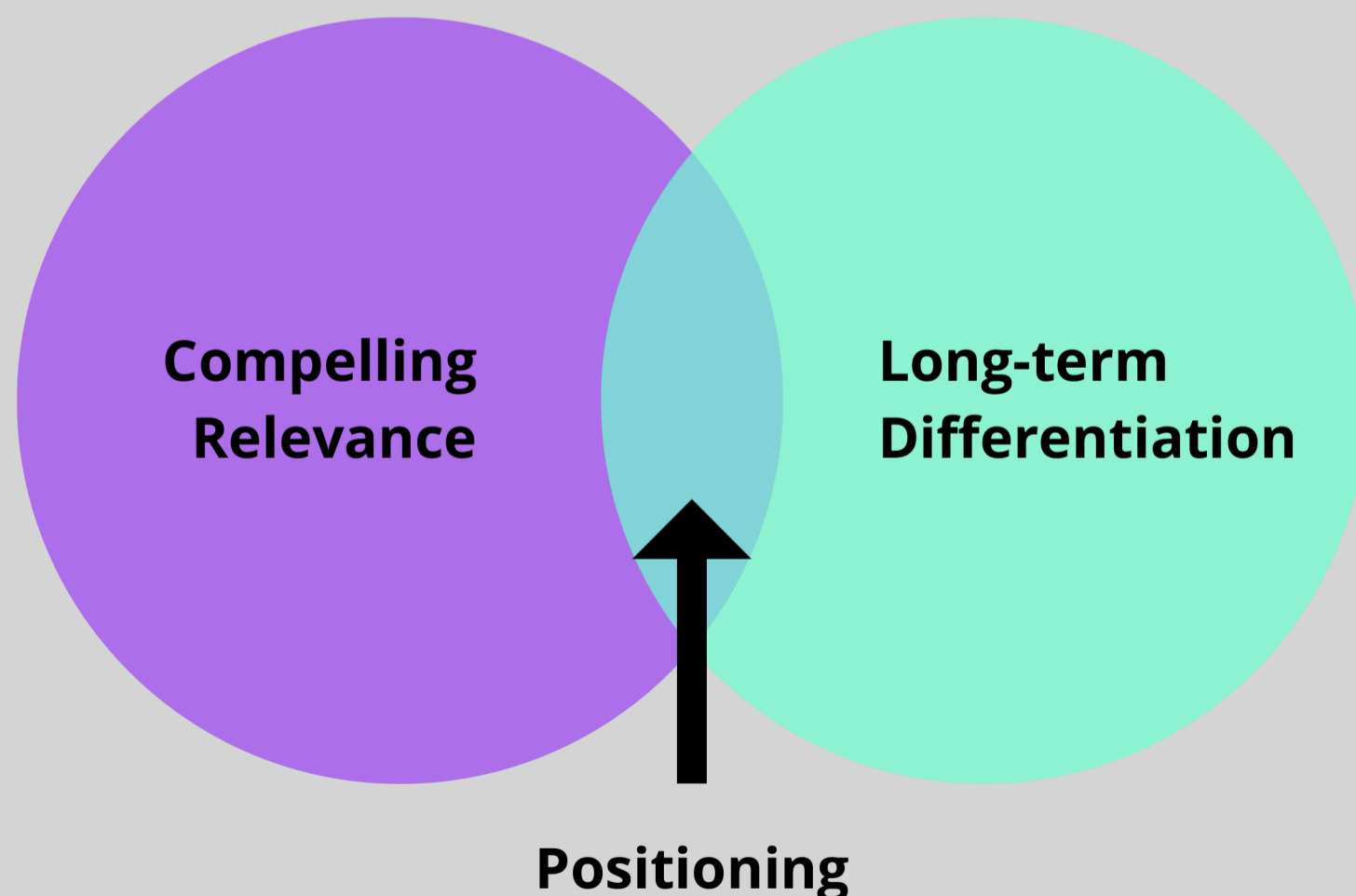
Resist the urge to write more than you should!

2

POSITIONING

This is the space you want to own in the mind of the target audience. When they hear the name of your company, what pops up in their mind?

A strong positioning strategy needs to fulfill two fundamental criteria: **Compelling relevance** (what does your target audience need?) & **Long-term differentiation** (what makes you unique in the long run?)



TERRITORIES

Typically, Biotech companies position themselves in these areas:

- **WHO: Culture**
- **WHAT: Disease area**
- **HOW: Scientific platform**
- **WHY: Purpose**

Lean into one territory so the tip of your spear is sharp

WHO: CULTURE

The truth? your people are not that special. It's the environment you create.

- Are you willing to do more/ do different for your people?
- Are you willing to be quirky?
- What are you doing for your employees that is truly one of a kind?
- What is a quirk from the founder that can drive an entire culture?
- Is there a story about the company that is often repeated? What is it and why?

Collect ideas about your current and aspirational culture.

WHAT: DISEASE AREA

Is the Biotech focused on a specific disease area? At least in the next few years?

- Do you want to double down on a specific disease area?
- What unique solution or value are you bringing to this space?
- What are the emotions around this disease area?
- How committed are you to the space?
- Is there a symbol of commitment that would be appropriate?

Ideate how to become a unique beacon for this disease.

HOW: SCIENTIFIC PLATFORM

I sure hope it's not Koolaid.

- Explain the platform to a 5th grader
- Explain the platform to an adult
- Explain the platform to a doctor
- Why does it matter?
- How is the platform different?
- What does it mean today and tomorrow?
- Why has no other company created this platform?

Communicate "SO WHAT" before
"HOW IT WORKS".

WHY: PURPOSE

*If the why is big enough,
emotional enough and unique
enough, it might just be enough!*

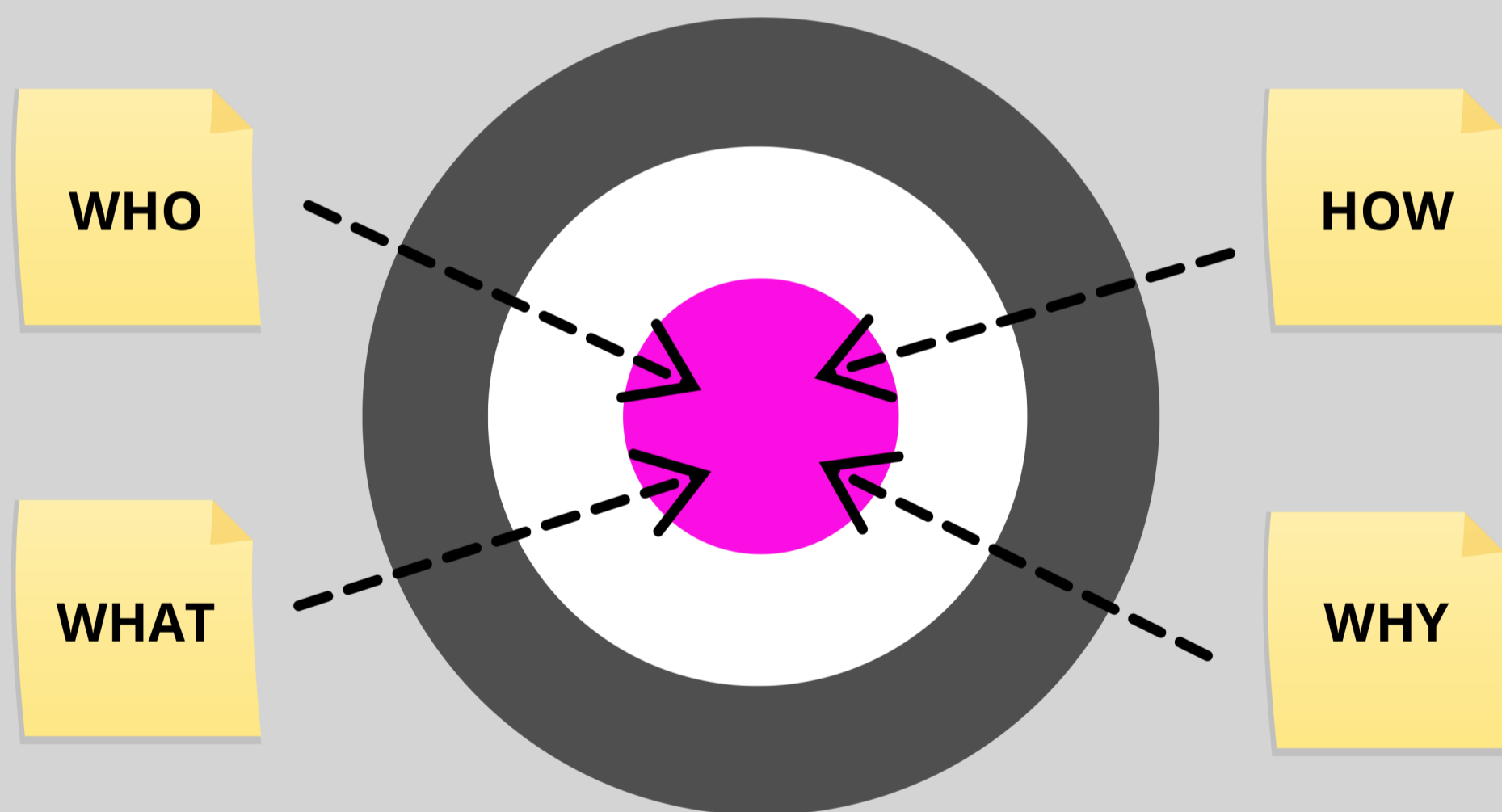
- Are you willing to do more than make medicines to live this purpose?
- How so? What activities are planned?
- Would your peers or audiences be impressed by your purpose?
- Does the purpose connect uniquely to your company? Is it believable?

A powerful purpose can be memorable and guide the brand.

THE BULLSEYE

The territories do overlap, but which one works the best?

Compelling relevance & Long-term differentiation



you can say everything, just not all at once - what's the lead?

3

PERSONALITY

How do you want to look, to sound, to feel? Treat your organization like a character behave accordingly.

Brand archetypes help define the personality of your organization and those you will attract.



IF YOUR BIOTECH WAS A PERSON...

1. Each member of the working group to pick a character that reflects the Biotech's personality (take liberties here, this is not an academic exercise!)
2. List out 3-5 personality traits that you feel embody the company (see next page for a list of traits)

Build an interesting character, someone whom you would love to meet in real life.

PERSONALITY TRAITS

Accessible

Activist

Agitated

Analytical

Atypical

Benevolent

Bold

Brave

Calm

Challenging

Charismatic

Cautious

Classic

Cold

Compassionate

Compliant

Constant

Creative

Decisive

Detached

Driver

Elegant

Energetic

Enthusiastic

Extrovert

Fair

Firm

Flexible

Free-thinking

Friendly

Generous

Genuine

Hard-working

Helpful

Humble

Imaginative

Improviser

Impulsive

Inoffensive

Insightful

Introvert

Inventive

Laid-back

Logical

Loyal

Mature

Methodical

Modest

Neutral

Observant

Open-minded

Passionate

Patient

Peaceful

Persuasive

Planner

Playful

Positive

Practical

Protective

Prudent

Rational

Rebellious

Reserved

Resourceful

Respectful

Responsible

Romantic

Sage

Self-critical

Sensitive

Sentimental

Serious

Sexy

Social

Solitary

Sophisticated

Spontaneous

Strong

Studious

Subtle

Sweet

Supporter

Teacherly

Trusting

Understanding

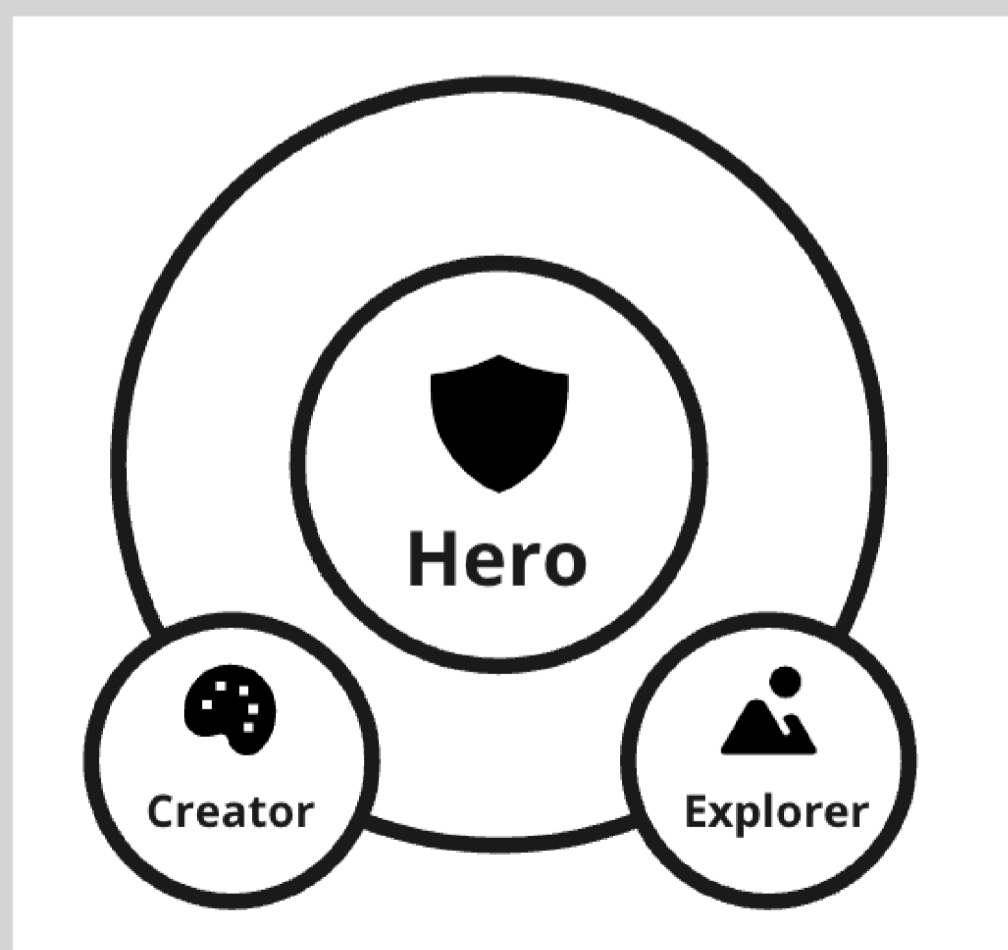
Warm

Wise

Youthful

PUT EVERYTHING UP ON A WALL

1. Align on the top 3-5 traits
2. Make sure the traits can exist together
(NOT conservative & rebellious)
3. Pick ONE core brand archetype and TWO sub archetypes that exemplifies the Biotech's personality



EXAMPLE

CONGRATS! NOW HAND IT ALL TO YOUR DESIGNER

Your DIY Minimum Viable Strategy (MVS)

Too much work?
Doesn't make any sense?

Then you shouldn't DIY

**GO HIRE A
BRAND
STRATEGIST**

Guess what? I know a guy...

Healthy Brand

Like this content?
Follow me here on LinkedIn
and hit that bell



www.howiechan.com