

a **SYNEOS HEALTH** company

GSW STRATEGIC PLANNING METHOD & TOOLBOX

Fred Petito, Chief Strategy Officer December 2020



Purpose

Provide a comprehensive, yet flexible, strategic planning method and toolbox that supports consistent application of all GSW and Syneos strategy disciplines across the full planning lifecycle

METHOD PHASES









1. IMMERSE

2. CRYSTALLIZE

3. IMAGINE

4. ACTIVATE

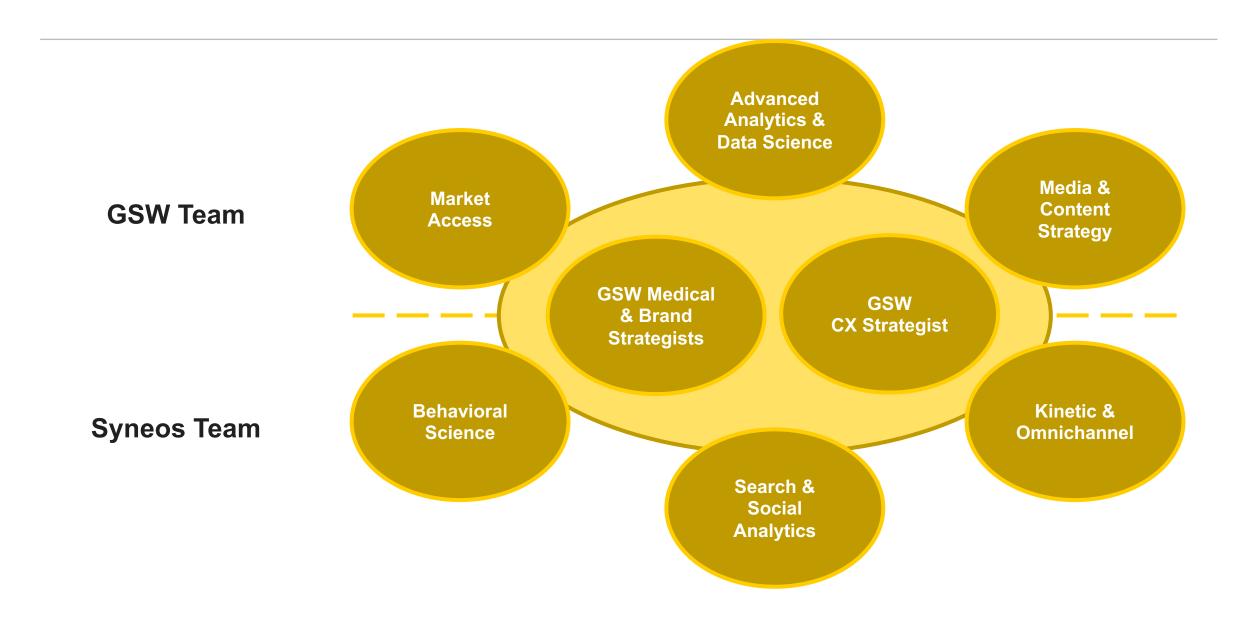
GSW'S INTEGRATED STRATEGY TEAM

GSW's strategy team is an <u>integral part</u> of the process the agency uses to plan, create and implement creative, marketing and communications programs for our clients

The team includes multiple strategists with unique skill sets to meet the **specialized needs** of our clients across every stage of the strategic planning process, and the life science product lifecycle:

- Brand strategists
- Medical strategists
- Experience strategists
- Behavioral scientists
- Content strategists
- Market access strategists
- Media and omnichannel planners
- Data scientists
- Social media and SEO experts

INTEGRATED TEAM STRUCTURE



METHOD IN A PAGE



Immerse

- Understand the category, audiences & competitors
- Identify brand challenges & opportunities
- Uncover sources and barriers to growth
- Develop testable hypothesis
- SWOTs

Objectives

Outputs

- Literature reviews
- Marketing analytics reports
- Creative assessments
- Situation analysis



Crystallize

- Understand audience motivations & behaviors
- Detail the Tx journey
- Understand the clinical decision-making process
- Identify the credible and addressable opportunity
- Physician referral maps
- Clinical & market access analysis
- Ecosystems & content inventories
- Personas & journey maps
- Motivational Edge



Imagine

- Define the brand strategy
- Develop the CX strategy
- · Brief the creative team
- Develop the scientific narrative
- · Specify the CX plan



Activate

- Identify the strongest creative concepts and messages
- Provide actionable guidance for content development & tactical execution
- Develop the performance measurement plan

- Brand identity & positioning
- Strategic imperatives
- · Behavioral & creative briefs
- Scientific narrative
- Media plan
- · Market activation strategy
- CX blueprint

- Concept & message test plans
- · Mindset-based messaging
- Final CX & content strategy guidelines
- Marketing automation details
- Performance measurement plan
- Project briefs