

# Inspiring Growth by Aligning Brand Platform and Strategy

Market research – brand strategy – brand workshops – logo creation – website content, design, and development – collateral



## The Challenge

Best known for early clinical development, California-based clinical research organization (CRO) WCCT Global merged with Medelis, a specialty oncology CRO based in Tennessee. When merging the two companies, WCCT and Medelis management understood the need for a cohesive brand strategy to align and combine the brand platforms, as well as a visual rebrand and new company name to synergize and inspire growth. WCCT realized it had to re-energize the corporate brands while aligning the services around the combined strategy. ENA was brought in to facilitate the process and provide strategic guidance in order to position WCCT to drive growth of this global CRO.



## Brand Challenges

- To merge two CROs and create a unified vision, mission, positioning, and strategy
- Ensure equal representation among stakeholders and discover most valuable services and core competencies



## ENA Solutions

ENA employed a robust voice of the customer (VOC) market research study to understand the brand equity and to quantify the perception of the services and expertise of WCCT in the marketplace. Through collection and assessment of that data, we evaluated the company's brand perception, learned what services customers were looking for, and identified areas where WCCT could perform better in order to meet customers' expectations. Additionally, we conducted a series of surveys and interviews with the internal staff and management in both companies to better understand how the employees perceived the company and to determine which elements of Medelis' expertise WCCT would want to leverage as they integrate the two organizations.

Using the data and learnings from both segments of research, ENA created a series of brand platform workshops that enabled key stakeholders to define the customer journey, target audiences, which service areas to focus on, the arena, and unique value proposition. Additional workshops focused on the character and personality of the organization, as well as the vision, mission, positioning, and finally a naming workshop to define a cohesive brand platform.

Among the participants in the various workshops, there was a belief that the combination of WCCT and Medelis CRO competencies transforms research and advances health outcomes in many ways—professionally within organizations, across healthcare markets, directly with patient research volunteers, and ultimately affecting end users of lifesaving medicines and therapies. The idea of transformation and advancement remained broad as

there were different meanings to different audiences. With the big idea nailed down, we turned to applying WCCT's new strategy of "transforming research and advancing health" across key audiences. We mapped out every touch point from the time a request for proposal (RFP) is activated to the various stages of clinical development to determine the implications of activating the brand strategy across key stakeholders and through multiple channels.

- Execute 2 rounds of market research targeting external customers and internal stakeholders
- Leverage market research to feed a series of brand platform workshops to align and define the "big idea"
- Visually rebrand the newly united companies to create one cohesive corporation
- Activate the brand through a full website content rewrite, fresh design, and integrated development project



## Results

The new brand strategy "Transforming research. Advancing health." launched nationwide in February 2017 through a nationwide press release and a new website launch. Activation efforts are ongoing to ensure that all WCCT activities align with its new vision. This has also provided a consistent platform for other existing business units and new entities to cohesively conform to the corporate vision. Time will tell how strategic branding and activation efforts drive growth within WCCT. But, today WCCT has a renewed sense of purpose and a clearly defined strategy with which to move forward – and that is the first step in the right direction.

- Market research/Voice of customer (VOC)
- Strategy
- Branding
- Brand workshops
- Logo design
- Content development
- Website design and development
- Search engine optimization (SEO)

To view the activation and tactics employed around the rebrand, [visit the WCCT Project page](#).

Learn more about how ENA partners with companies to develop unique brand strategies, create engaging customer experiences, and drive business growth. [Browse our website](#) to learn more.

## ENA Healthcare Communications Offers Extensive Experience in Market Research, Strategy, Branding, Logo Design, Website Design and Development, and Content Creation

- Vast experience in executing market research, brand workshops, and strategic brand development for both Fortune 500 and Fortune 50 healthcare, biotech, and pharmaceutical companies
- Expertise in all facets of design and development of digital communications and integrated websites
- Comprehensive creation of marketing content and activities designed to promote communication and insights
- Experience with both professional and patient audiences
- Deep knowledge of compliance regulations and guidelines



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