

## A Wrightwell copywriting case study

# Website for two pharma businesses becoming one



## The client's project

Two global businesses in the pharma sector were merging to become one major force. While their products were complementary, their geographies and cultures were very different.

## The challenge

The new company needed a fresh approach to branding that would capture the attention of the marketplace while presenting the new organisation as better than the sum of its parts. The branding guide and subsequent website needed to:

- Tell a strong story to a global marketplace
- Demonstrate to internal audiences that both businesses were important for the future of the organisation
- Merge two very different cultures into one set of messaging

## My approach

In this project I was working as an extension of a branding and marketing agency team. I had some key tasks to carry out:

- Contribute my expertise to the new branding guidelines book with a focus on tone of voice
- Ensure that all copy was written in a tone that resonated with the readers, but also was acceptable to the whole business
- Create copy for the website that worked with professional and eye-catching design that had already been created – keeping it short and sharp
- Interview specialists from across both business units around the world to feature their roles and personalities right across the website
- Always keep the target audience in mind, and ensure they understand why and how they would want to work with my client

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*I'm Kathy Lawrence and I'm a hugely experienced copywriter working directly with clients and agencies across a wide range of B2B and B2C industries. Do get in touch to find out how I can help your business with its marketing words at [kathy@wrightwell.com](mailto:kathy@wrightwell.com).*

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