

CASE STUDY · BRAND STRATEGY

# Building a brand for *precision medicine*

A full brand strategy engagement for an early-stage healthtech company operating at the intersection of genomics, precision medicine, and global health equity — across West Africa and the US.

Brand Strategy

Healthtech

Audience Messaging

Competitor Analysis

Brand Positioning

Science Communication

## THE BRIEF

# Context & Challenge

The client was an early-stage genomics and precision medicine company with a bold scientific mission and a highly technical product — but no clear language for it. They needed a brand strategy that could speak credibly to clinicians, researchers, pharmaceutical executives, and government health officials, while remaining accessible enough to resonate with patients and global health advocates.

The core challenge: genomics is genuinely complex. Most messaging in this space defaults to jargon that alienates non-specialist audiences, or to vague "changing healthcare" language that says nothing. The goal was to find the middle ground — rigorous enough for scientists, human enough for everyone else.

## SECTOR

Genomics & Precision Medicine ·  
Global Healthtech · West Africa + US

## MY ROLE

Brand Messaging Strategist — full  
strategy engagement from research  
to messaging framework

## OUTPUT

Full brand strategy deck covering  
fundamentals, personas,  
mission/vision, competitive  
landscape, value proposition, brand  
story, and messaging

## THE PROCESS

# How I approached it

This wasn't a visual rebrand — it was a messaging architecture build. The process started from the inside out: clarifying what the company believed before deciding what to say publicly.

1

### **Foundations First**

Articulated brand purpose (the "why"), identified core brand values, and mapped the full target audience — 10 distinct segments including healthcare professionals, researchers, pharma companies, government agencies, and patients.

2

## **Deep Audience Profiling**

Built 5 detailed buyer personas with personal and professional demographics, information sources, goals, pain points, and specific value received from the platform. Each persona was grounded in the real behavior patterns of their professional archetype — not fictional composites.

3

## **Competitive Landscape Mapping**

Analyzed 6 competitors including 23andMe, Foundation Medicine, Color, Veritas Genetics, Invitae, and Tempus — mapping how each positions itself, their audience, strengths, weaknesses, and the whitespace that represented

## **Mission, Vision & Value Proposition**

Translated the company's scientific ambition into clear, audience-facing language.

Crafted a mission and vision that balanced aspiration with specificity, and a value proposition that spoke to what each audience segment actually cares about.

5

## **Brand Story & Messaging Architecture**

Built a brand story rooted in the company's African genomics heritage — a genuine differentiator in a Western-dominated field. Developed voice and tone guidelines, and a suite of tagline options spanning authority, accessibility, and aspiration.

*"Most genomics brands talk to scientists like scientists, and talk to patients like they're frightened. The opportunity here was to find a voice that treated every audience as intelligent — just differently informed."*

— STRATEGIC OBSERVATION,  
BRAND AUDIT PHASE

## BUYER PERSONAS

# Who we were talking to

Five core personas were built to guide messaging decisions across the platform, content strategy, and outreach. Each was designed to surface the specific tension between what the persona needs professionally and what the brand can uniquely offer.

## PERSONA 01

### **The Oncologist**

Needs genomics insights at the point of care. Pain: integrating fast-moving science into daily clinical decisions without specialist support.

## PERSONA 02

### **The Researcher**

Needs diverse, high-quality genomic datasets. Pain: lack of African population data makes research findings less applicable globally.

## PERSONA 03

### **The Pharma Executive**

Needs to accelerate drug discovery pipelines. Pain: target identification and clinical trial failure rates are too high without better genomic data.

## PERSONA 04

### **The Policy Maker**

Needs evidence to drive public health decisions. Pain: translating genomics research into actionable, equitable national health policy.

## PERSONA 05

### **The Educator**

Needs current, credible genomics curriculum. Pain: keeping pace with science while building student engagement around real-world applications.

## WHAT WAS DELIVERED

# The Full Deliverable Set

A complete brand strategy deck structured across seven sections — built to function as both an internal alignment document and an external-facing brand reference.



### Brand Purpose & Core Values

Why the brand exists and the 8 values that guide every decision and communication.



### 5 Buyer Personas

Full profiles including demographics, information sources, goals, pain points, and



## **Mission & Vision Statements**

Audience-facing language that balances scientific credibility with human accessibility.



## **6-Competitor Analysis**

Full competitive mapping with opportunity whitespace identified for each competitor gap.



## **Value Proposition**

A single, clear articulation of what the brand offers and why it's uniquely positioned to deliver it.



## **Brand Story**

Origin narrative rooted in African genomics heritage — a genuine differentiator in a Western-dominated space.



## **Voice, Tone & Taglines**

Messaging guidelines and 6 tagline options spanning different positioning angles.

## TAGLINE OPTIONS DEVELOPED

- **Revolutionizing Healthcare with Genomic Precision**

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- **Building Genomic Bridges to Health Equity**

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- **Genomic Innovations for Inclusive Healthcare**

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- **Empowering Inclusive Advancements in Global Genomics Science**

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- **Precision in Science, Impact in Care**

## STRATEGIC REFLECTION

# What this project taught me

Healthtech is one of the most challenging spaces to write brand messaging for — because the stakes are real, the audiences are expert, and vague language gets called out fast. Here's what stood out from this engagement.

## ON MULTI-AUDIENCE MESSAGING

When a brand speaks to oncologists, policymakers, and patients simultaneously, the instinct is to write for the most expert audience. But the most effective approach was finding the human tension that all five personas share — the gap between scientific possibility and real-world access — and building the brand story around that.

## ON ORIGIN AS DIFFERENTIATOR

The client's African genomics roots weren't just a nice backstory — they were the actual strategic differentiator. In a field where most datasets are Western-biased, a platform built on African genomic data represents a genuine scientific gap being filled. Making that legible in plain language was the most important single messaging decision.

## ON COMPETITIVE WHITESPACE

Every competitor in this space either skews too consumer (ancestry testing) or too narrowly clinical (oncology-only). The opportunity for a brand with broader genomics scope, genuine global inclusivity, and ethical data positioning was clear — and under-occupied.

## ON VOICE IN SCIENCE COMMUNICATION

Approachable doesn't mean dumbed-down. The voice brief — optimistic, relatable, authoritative without being cold — pushed back on the false choice most healthtech brands make between sounding credible and sounding human. Both are possible. They just require more precision.