

Internal Communications

Biogen



Challenge: The Collaborative takes special pride in helping Biogen with its internal messaging. Digital and print materials must be compelling and informative. With a busy workplace, it is all the more important for each and every printed and online piece to stand out among all of the excessive information that bombards employees each and every day.

Solution: To create successful materials for Biogen, Roger Margulies, Creative Director for the Collaborative always begins by making sure the customer is heard. Through brainstorming sessions, research of past work, and examination of similar projects, he is able to generate multiple options to capture the client’s needs and desires.

Results: The deliverables that the Collaborative develops for Biogen are almost always well-received and consistently do an outstanding job of having an impact beyond the company’s medicines as it strives to improve patient health outcomes, solve social and environmental challenges, cultivate a workplace that enables employees to thrive, support local communities, and inspire future generations of scientists.



Note: Where appropriate, content has been modified to protect proprietary and confidential information of this client.

