

Grounded in Science. Independent in Spirit.



WEDGEWOOD
COMMUNICATIONS, INC.
INSPIRED BY SCIRIS™

Wedgewood (WW) is a best-in-class commercial biopharma agency with an abundance of experience in global marketing. Our science, strategy, and creative teams work together seamlessly to develop and execute compelling brand campaigns that exceed goals and move market share.

Our Identity and Spirit



SCIENTIFIC RIGOR

A passion for the science behind the brand gives WW the foundation and inspiration to develop innovative solutions.



DATA-DRIVEN APPROACH

Uncovering the data that will challenge beliefs and behaviours allows for the development of powerful strategies, messages, and creative that drive change and brand share.



BRAND-FIRST MINDSET

A focus on doing what's right for the brand ensures that the agency team is prepared to actively participate and contribute to the success of the broader team.



PRECLINICAL

Insight Generation
Strategic Planning
KOL Collaboration
Aspirational Messaging

INTRODUCTION

Market Shaping
Brand Positioning
Creative Development
Launch Readiness

GROWTH

Commercialisation
Digital Innovation
Omnichannel Marketing
CRM/Analytics

MATURITY

Extend Growth
Product Extension

DECLINE

Brand Maintenance
Market Optimisation