



Mission: "Health for all, Hunger for none"

Brand Communication Platform // A uniting, global and long-term brand building framework
// Our unique position in Life Sciences

Our science-based positioning	Better solutions for severe and chronic diseases for an ageing population	Better control of personal health by empowering people	Better agriculture to benefit farmers, consumers and the planet

Key Reputation Topics Focus topics and positioning areas for Bayer derived from stakeholder insights and business goals. Accompanying set cards describe in-depth messaging and proof points, which serve as crucial adjacent stories in support of the Missions.

Most unique and unmissable Bayer proof points	Brand Communication Missions shed light on subtopics of key reputation topics, serving as lighthouses for the broader public.		
	// Beat prostate cancer	// Take control of everyday ailments (pain management)	// Increase food security when climate change threatens crops
	// Advance innovative treatments for cardiovascular disease	// Empower everyone everyday to prevent illness to live life better	// Harness data and digital to produce more food with less resource

Bayer Content Corporate video "Health for all, Hunger for none", & unmissable stories (video, print and digital ad)