

RAISING COMPANY AND PRODUCT AWARENESS THROUGH DIGITAL CHANNELS

A BESPOKE 'MECHANISM OF DELIVERY' VIDEO

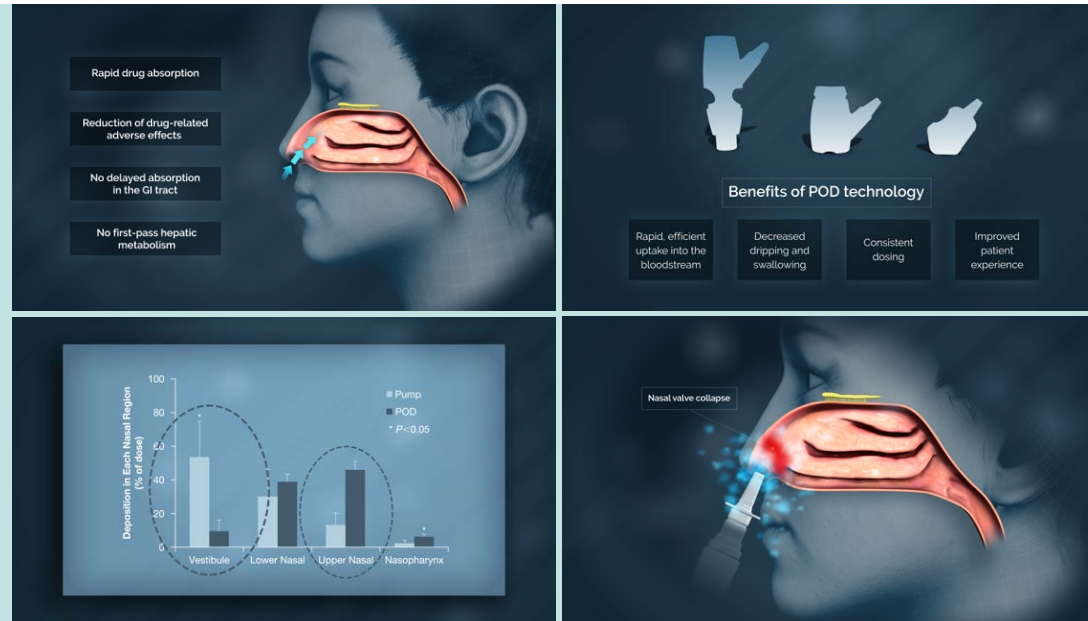
CHALLENGE

Upcoming west-coast US biotech needed to secure additional pre-launch investment

Required development of core materials to demonstrate value of products and place of their business in the market

Rapid turnaround of assets needed ahead of key meeting with JP Morgan

Minimal internal launch expertise within client company and loosely defined internal processes



SOLUTION

Development of a focused and visually impactful mechanism of delivery video to showcase the client's portfolio and highlight how their delivery system differentiates from the competition

Ideal format for optimal multichannel exposure

Partnered with the client team to refine their review and approval process

OUTCOME

MoD video included on client website and as part of package for investment meeting



INVESTMENT SECURED



INCREASED WEBSITE VIEWS



POSITIVE CLIENT FEEDBACK