

Our services at a glance

Brand strategy

- Brand strategy
- Planning
(pre-launch, launch readiness)
- Positioning
- Customer journey
- Key messaging
- Workshops
- Ad boards
- Patient round-tables

Congresses & events

- Booth concept and design
- Roll-up displays
- Folding displays
- Digital booth content
- Launch events
(internal/external)

Campaign development

- Awareness campaigns
- Pre-launch campaigns
- Launch campaigns
- Patient activation campaigns

For HCPs and patients (via HCP and D-to-C)

- eDetails
- Websites, content hubs
- Apps
- Social media campaigns
- Edutainment games
- Videos
(MoA, brand, product training,
patient activation)
- Product brochures
- Leave-pieces
- Patient case cards
- Product slidesets
- Approved eMails

Medical writing

- Research
- Congress/symposia
preparation and summaries
- Trial summaries
- Product monographs
- Slidesets
- CME content
- Infographics
- Posters
- Articles & publications
- White papers

KOL management

- KOL mapping
- KOL engagement
- Advisory boards
- Media trainings
- Expert videos

Public relations

- PR strategy
- PR planning
- Media relations
- Press materials/press kit
- Press releases
- Infographics
- Press monitoring
- Press conferences
- White papers
- Articles
- Media cooperations

Salesforce support

- Internal training materials
(eLearnings)
- Sales rep materials
(digital, print)
- Objection handling
- Sales folder training

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