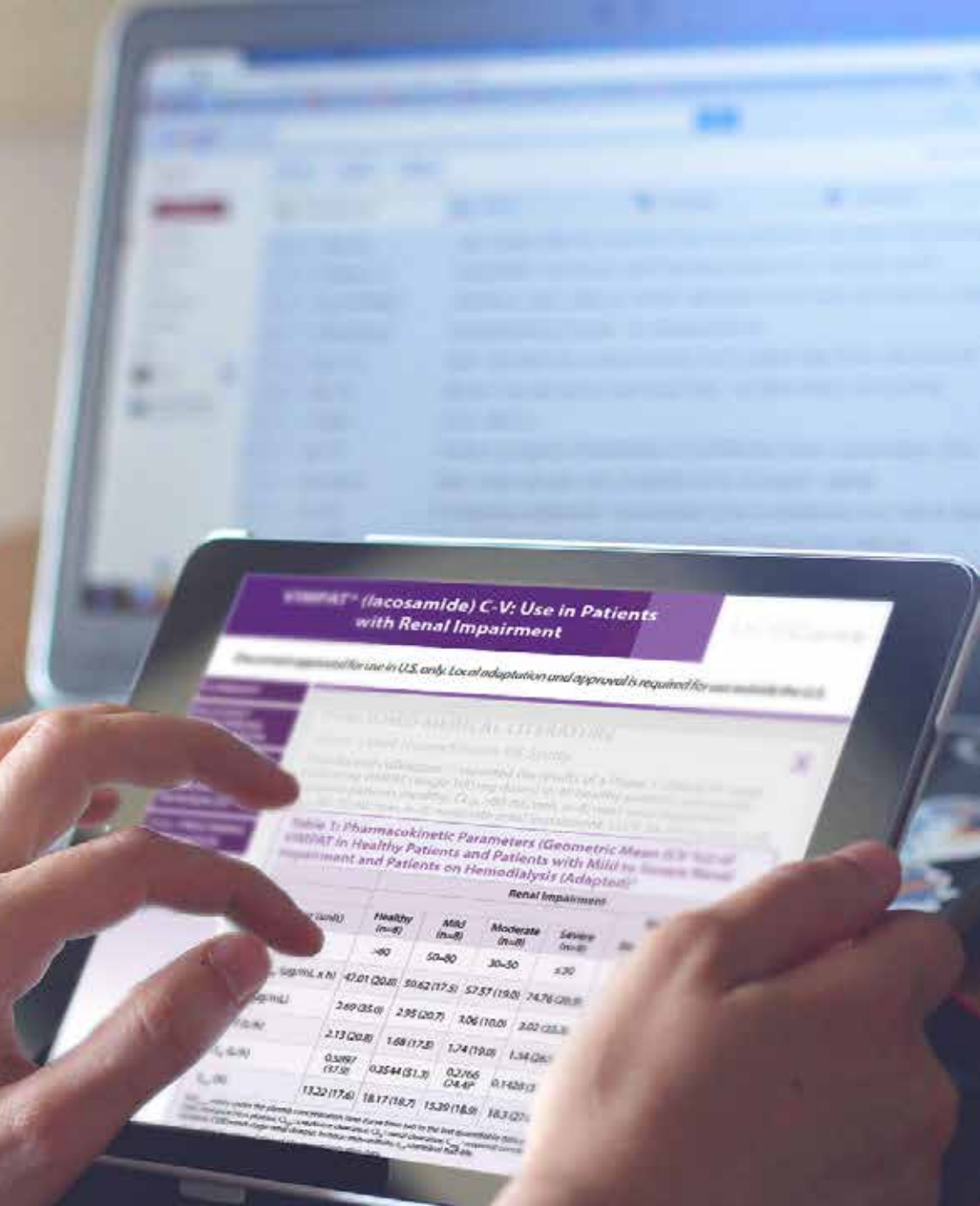


CASE STUDY

Creation of Innovative SRDs for one of the Top 25 Global Pharmaceutical Companies to Enhance Customer Experience



CLIENT'S BUSINESS NEED

To make over 100 SRDs across brands more interactive for HCPs. Half of these SRDs were to be updated within 60 days.

THE CACTUS SOLUTION

Our in-house graphics team designed an interactive template on Adobe Acrobat with enhanced interactive features that was approved by the client after a few iterations.

A dedicated team of four graphic designers worked tirelessly to deliver interactive templates within 60 days. Our designers worked with brand leads to customize and finalize the templates for each brand. A batch of 10 letters was selected for the hyper-care phase and a process was streamlined.

Subsequent letters were delivered in batches based on the client's priority.

BUSINESS IMPACT

The feedback of HCPs on the interactive features was positive and the client was highly satisfied.

Upon achieving their objective, the client formed a deeper relationship with us and contracted us for other projects.

INSIGHTS

CACTUS' highly skilled in-house graphics team is versatile and can offer multiple interactive solutions to prospective clients. The dedication of our experts is unparalleled and guarantees timely delivery of high-quality documents to suit the need of every client.