

CASE STUDY

Creation of SRDs with Customer-centric Multimedia Content

CLIENT'S BUSINESS NEED

To enrich existing SRDs with multimedia content and create versions in multiple languages to distribute among regional subsidiaries in the EU and Asia.

THE CACTUS SOLUTION

Our creative team collaborated with our scientific writers to develop rich multimedia content. The multimedia content included animations on the mechanism of action and enhanced graphics as well as a voiceover description of the content. Once the multimedia content in English received a global clearance, the letters were translated into regional languages. The accuracy of the content was ensured through forward-and-backward translations and regional voiceover artists were used to ensure authentic user experience.

BUSINESS IMPACT

Engaging SRDs were developed and shared in a timely manner; they were well received by the regional subsidiaries. The client saved a substantial amount of time, effort, and cost because CACTUS proved to be a one-stop shop for all their needs.

INSIGHTS

CACTUS' extensive talent pool allows clients to choose from a wide array of services to create their customized bouquet to suit their needs. Pharmaceutical, biotechnology, and medical device companies can use all the time, effort, and money that they can save. Our versatility, flexibility, and dedication have helped us become trusted advisors to several large multinational corporations