



# THE POWER OF **VISUAL** STORYTELLING

Reach and inspire your target audience with  
*VISUAL STORYTELLING*  
and spread a better understanding about your product!

»» Even the most complicated processes  
can be explained in a simple manner ««



# Editorial

Dear Reader,

The Mode of Action of a pharmaceutical product is one of the most difficult messages to get across in the pharmaceutical industry. Why? All processes happen at a molecular level, influencing organs or causing complex signaling cascades.

At the same time, understanding the MoA is extremely important for the decision-making process regarding a drug or new therapy option. For these complex and scientific subjects, Visual Storytelling offers an ideal solution. Complicated subject matter can be presented simply with catchy graphics and easy animation. This is the beauty of Visual Storytelling.

Extensive studies have shown that graphics, animation, and film sequences can have an enormous influence on people's perceptions of a given topic.



Visuals are processed 50,000 times faster than text, graphics quickly affect emotions, and emotions are very influential in the decision-making process.

Without doubt, good visual stories can influence decision-makers, and those who use Visual Storytelling intelligently give themselves a clear advantage over their competitors.

This eBook will show you which opportunities you will have with Visual Storytelling, how it can be used, how a typical project runs, and 7 key points to consider for your project's success. Make the most of Visual Storytelling for your product!

**Wishing you an enjoyable read.**

**Stefan Wolf**  
Founder & CEO



The background of the entire slide is a close-up photograph of the Lascaux cave wall. It features several ancient paintings. On the left, a large white horse with black outlines and some ochre-colored patches is visible. To its right, a black silhouette of a bison or aurochs is painted. Below these, there are smaller, more delicate drawings, including what appears to be a deer or stag and some red, branching patterns that could be stylized plants or animals. The rock surface is uneven and textured, with various shades of brown, tan, and white.

## *VISUAL STORYTELLING*

The famous cave paintings of Lascaux in France from 15,000 B.C. are very early examples, telling their stories using representations of humans and animals to depict movements and events.



# What is *VISUAL STORYTELLING*?

Today visual stories are crucial; 90 percent of the information transmitted to the brain is visual. We've all heard marketers proclaim that "content is king." Why? Visuals quickly affect emotions, and emotions highly affect the decision-making process. Without visuals, an idea may be lost in a sea of words.

Visual storytelling is defined as the use of images, videos, animations, infographics, and other visuals to tell a story around key brand values and scientific backgrounds.

*VISUAL STORYTELLING* is most valuable for:

- ✓ communicating a novel mechanism of action (MOA)
- ✓ explaining unfamiliar disease pathophysiology (MOD)
- ✓ introducing new study results
- ✓ highlighting product advantages
- ✓ explaining the function of medical devices
- ✓ supporting elearning and medical education
- ✓ creating comprehensible scientific posters



## Film vs. interactive application

A film offers an unbelievable number of advantages. By simply pressing "PLAY," a comprehensive presentation of the entire story appears. If something isn't clear the first time, it's easy to watch it again.

Technical aspects also play a big role in interactive applications, but a film is comparatively easy to use: It can be easily uploaded onto a website, played on an iPad or iPhone, and included in any presentation.

This applies to any target group; wherever and whoever they are, all they have to do is press "PLAY" or "STOP."

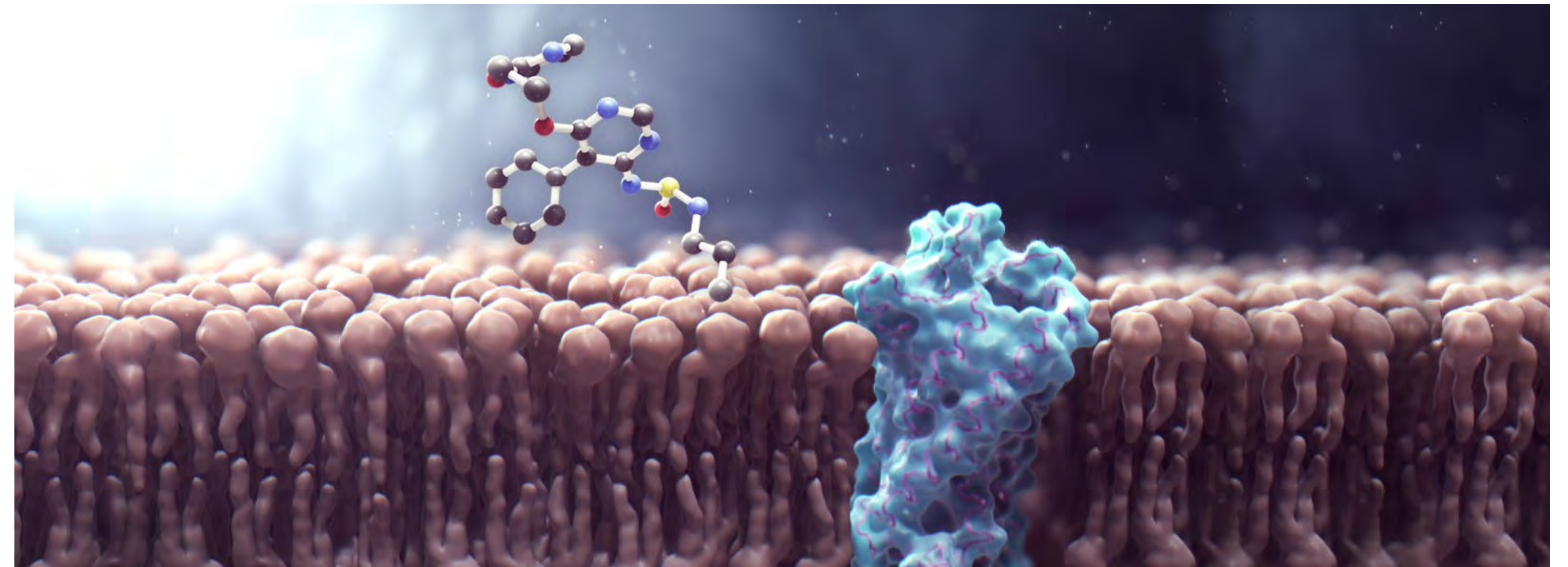




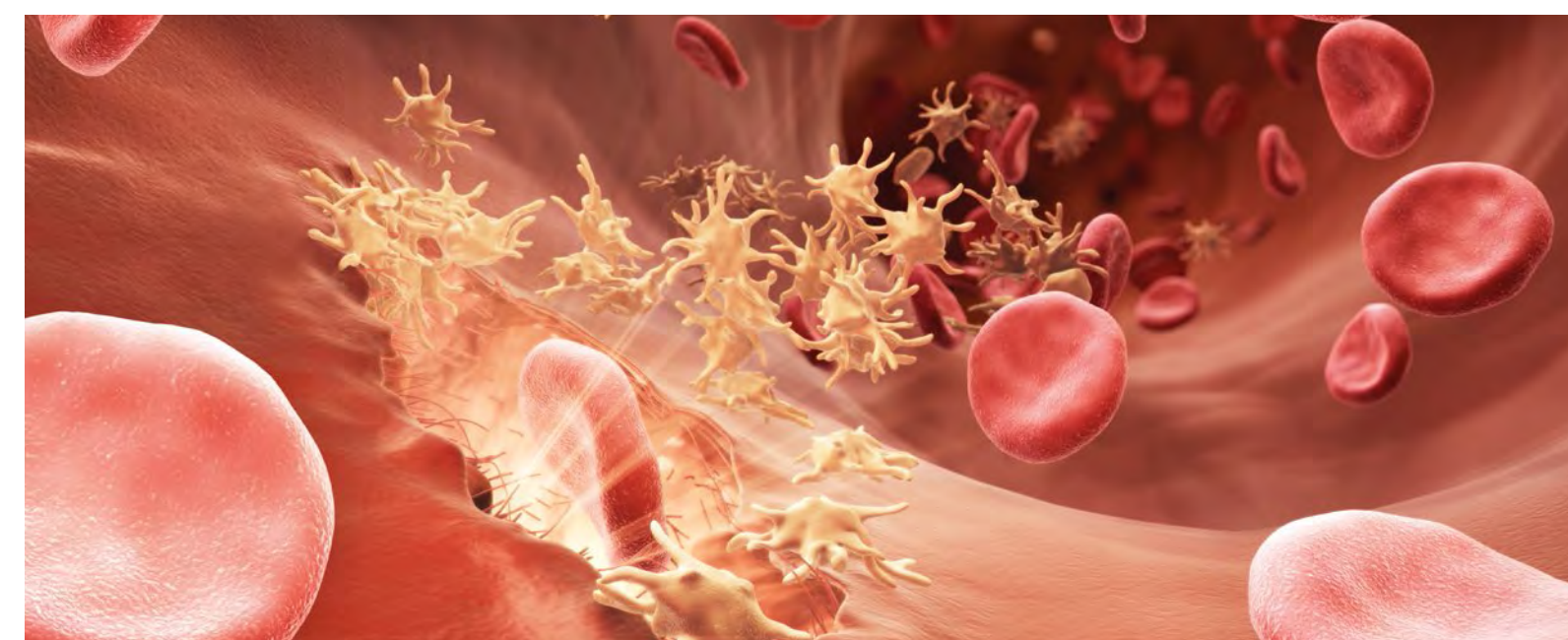
# ***VISUAL STORYTELLING*** is most valuable for...



...explaining unfamiliar disease pathophysiology (MOD)



...communicating a novel mechanism of action (MOA)



...introducing new study results



# Why *VISUAL STORYTELLING*?



How do HCPs decide which one of several possibly comparable products they are going to prescribe for their patients?

What influences the decision?

**CONVINCE**

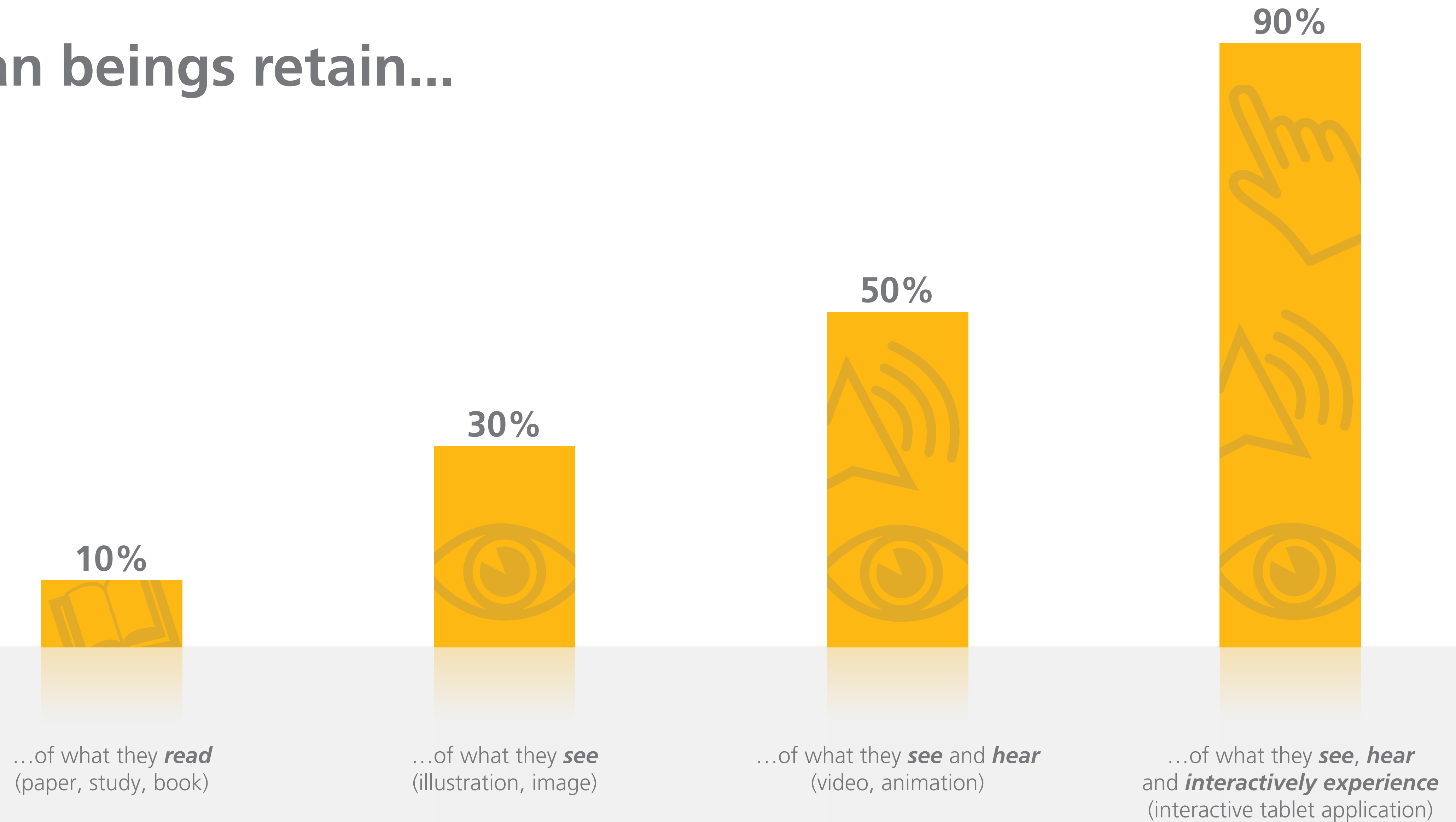
Only a vivid and conclusive story, told in memorable pictures will find its way into the minds of the target audience and stay there.

HCPs need to understand and be convinced by your product's mode of action, clinical data, and studies. They must have faith in the product, and must feel able

to pass this faith on to patients.



# Human beings retain...

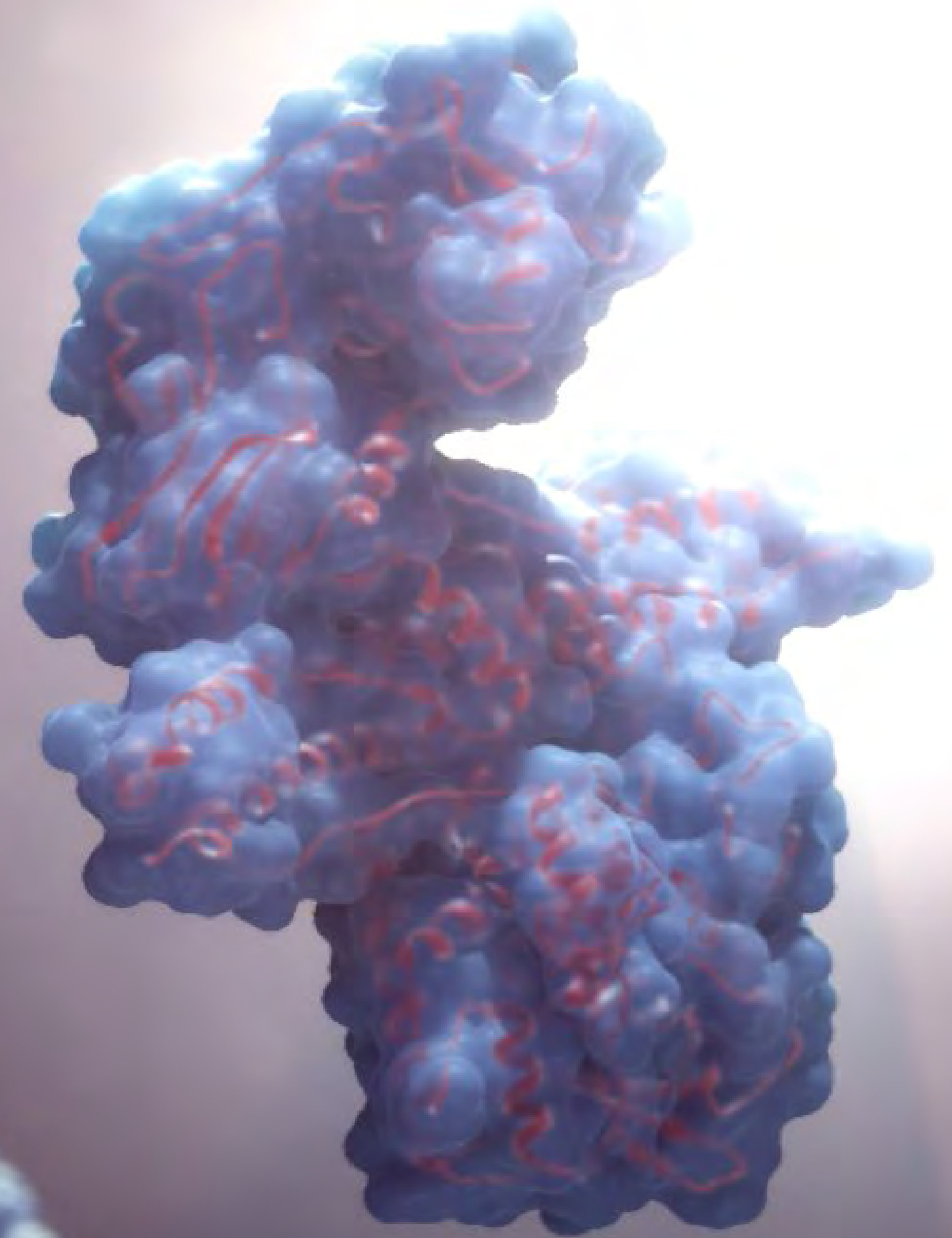




# How can VISUAL STORIES be used?

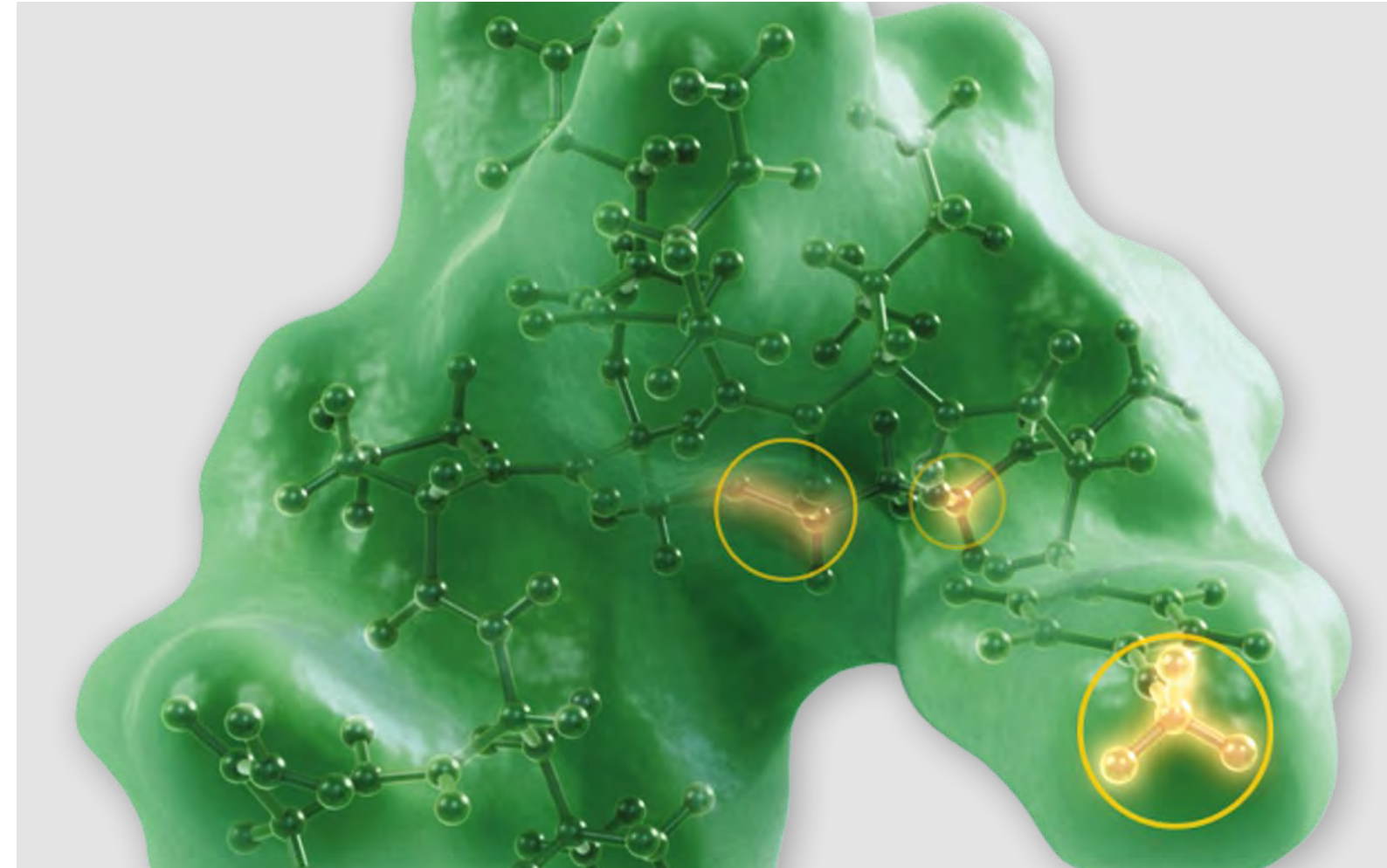
The possibilities are varied:

- ✓ When a new product is launched, a 3D animated film can be created to explain its mode of action
- ✓ Latest research results are easy to visualize and communicate
- ✓ Stakeholders and investors must be informed and convinced of a therapeutic approach
- ✓ Patients can be informed about various stages of an illness or condition, and learn more about living with a disease
- ✓ Distinctive strategies must be found to beat the competition
- ✓ Your own staff must be informed and motivated
- ✓ Sales representatives need intensive training
- ✓ Medical staff must be trained





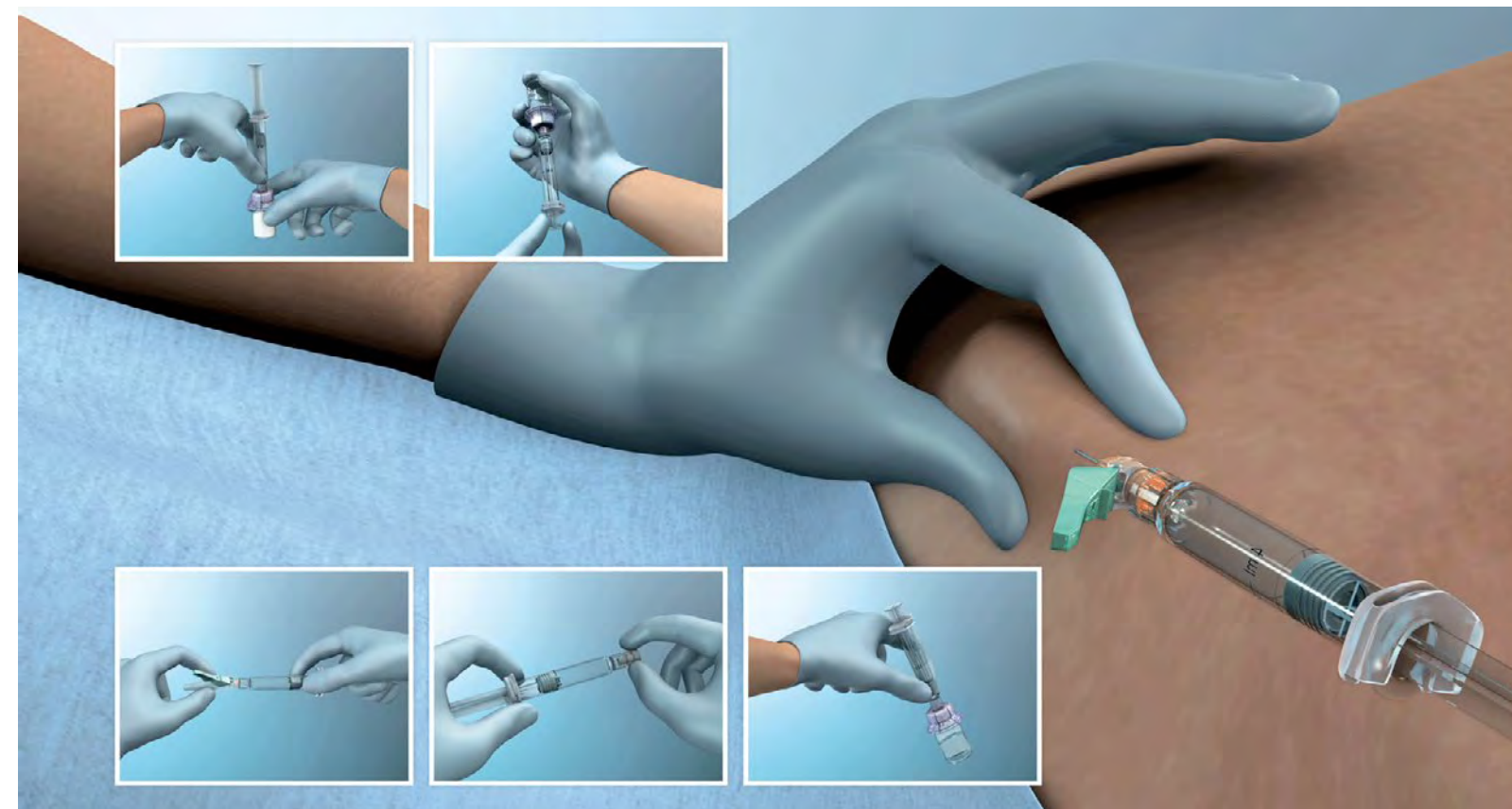
# Look and Feel



...to highlight unique molecule features

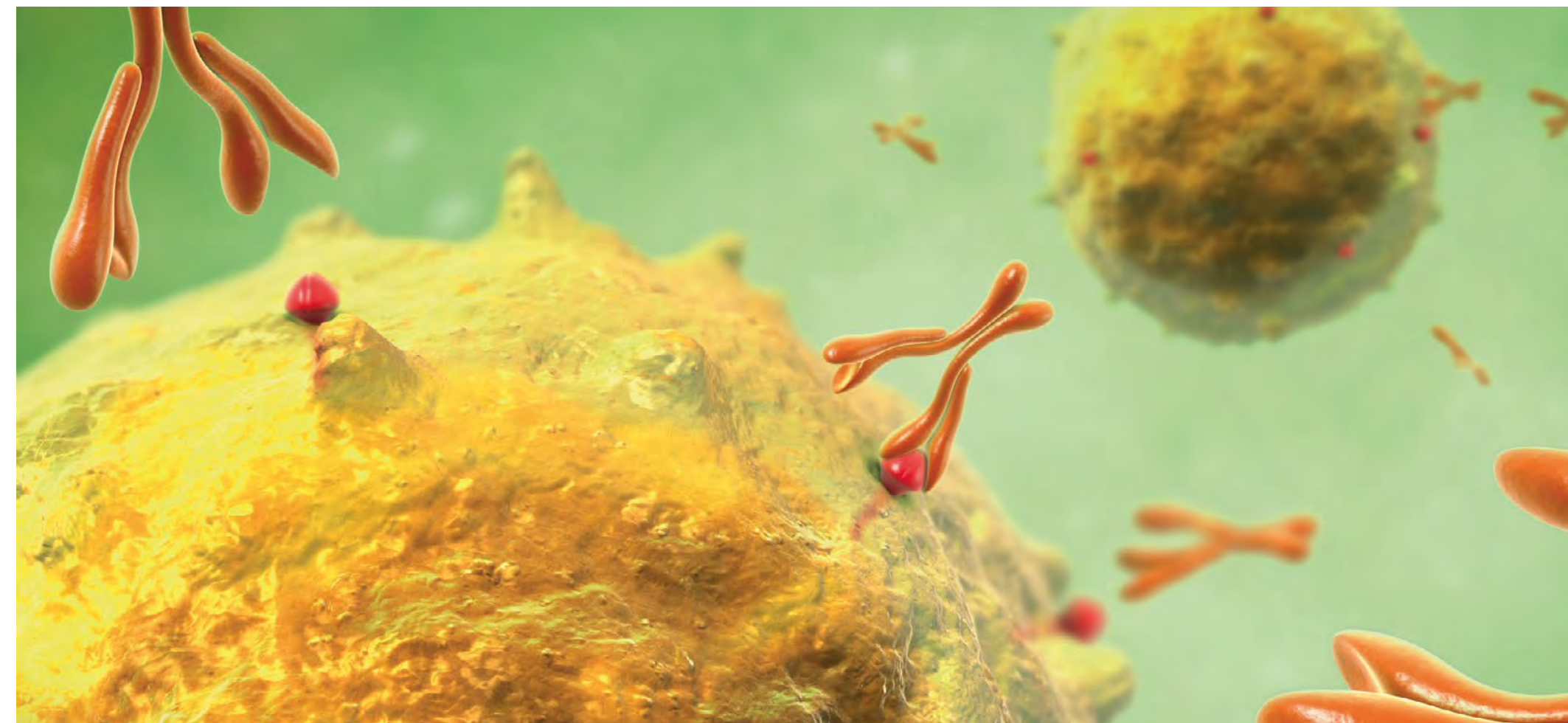


...to describe processes at organ level



...to illustrate the function of medical devices

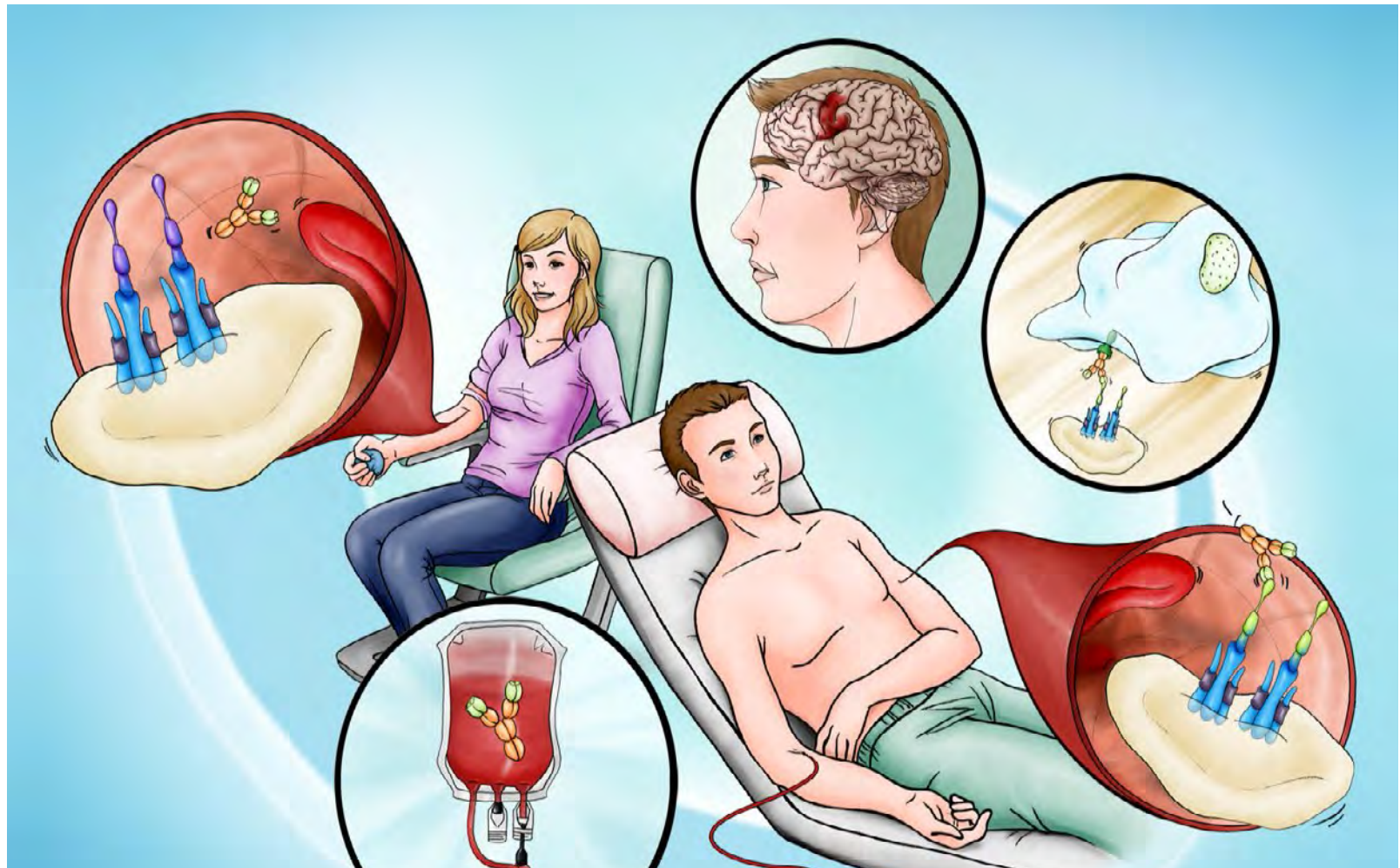
## 3D ANIMATION...



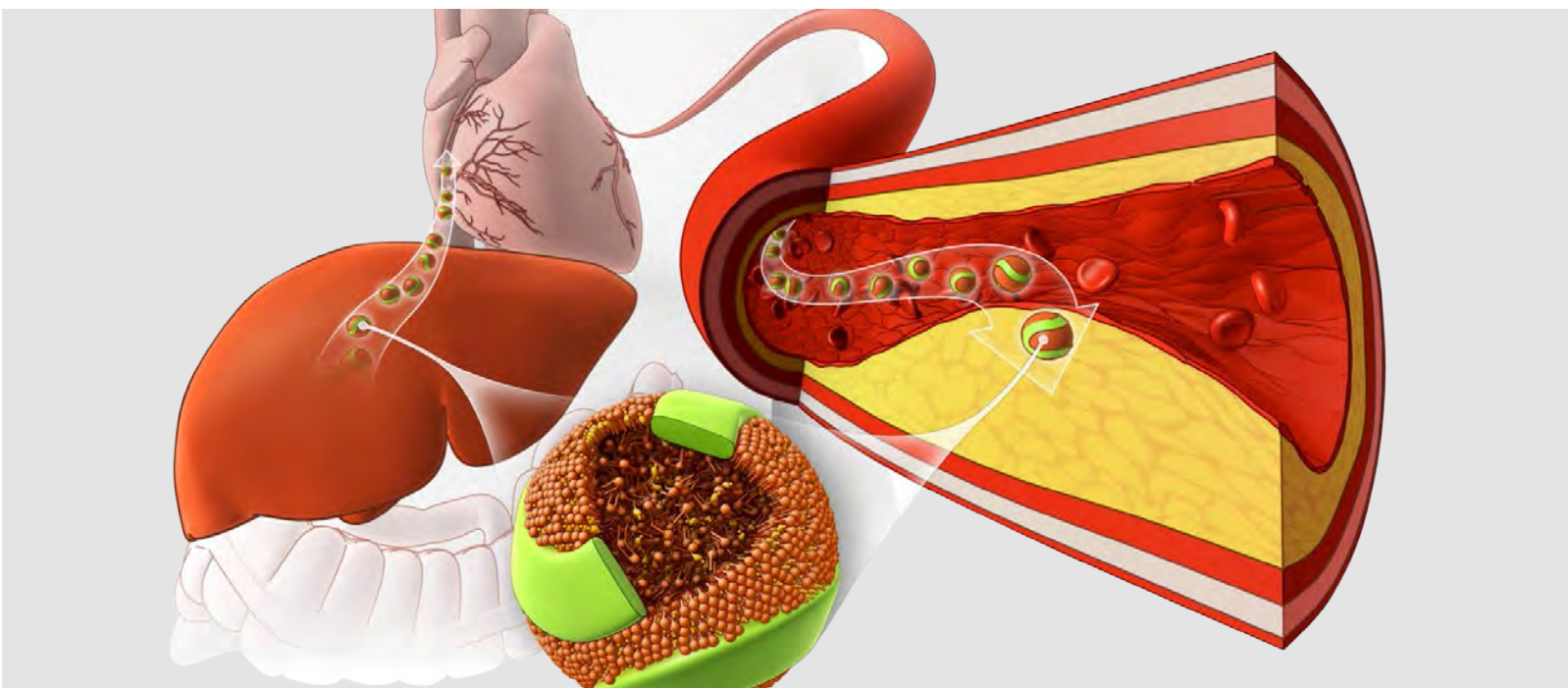
...to explain processes on the molecular level



# Look and Feel



...to explain disease states and treatment options



...to describe processes at organ level

Product  
Breeding group



Sows farrowed



= Farrowing  
efficiency

Breeding group



Sows bred



Sows farrowed



Sows bred



= Farrowing  
rate

...to convey business philosophies and tactics

## SKETCH, CARTOON, 2D INFOGRAPHIC...

COPD patient lungs

Air sacs



Bronchus



...to illustrate mechanism of disease and patient behavior



# 7 tips for successful projects

## Specialization

Ensure that your agency specializes in pharmaceutical marketing and is able to show a significant number of successfully completed MoA, MoD, or other interactive pharmaceutical projects.

## Medical expertise

Medical expertise is crucial to every project. Whether it concerns the fundamental understanding of complex processes or simply the referencing of certain facts regarding a project, your medical affairs team needs an expert in the commissioned agency with whom they can see eye to eye.

## Approval processes

Ensure that both you and your agency are familiar with your company's internal approval process. This will help avoid unexpected project delays and unrealistic timelines for project delivery.

## In-house expertise

When it comes to completed VISUAL STORYTELLING projects, it pays to have an agency that can offer many in-house services and does not need to hire a third party for every issue that arises. Make a point of requesting the total in-house list of services from your agency.

## ROI consultation

Before initiating a project, plan carefully how you would like to use or adapt a VISUAL STORYTELLING project for other purposes as well. Request a ROI consultation from your agency!

## Localization

At the start of your project, you should already be thinking in terms of both international and local adaptations, for you may be able to save a lot of money in this area through smart planning. Let your agency explain to you what the possibilities are in this regard. Will a cleanfeed be created, or will open data be presented?

## Large model database

For 3D animation projects, an extensive database with anatomically correct 3D models of people and their internal functions is invaluable, and can significantly reduce the cost of creating the animation.



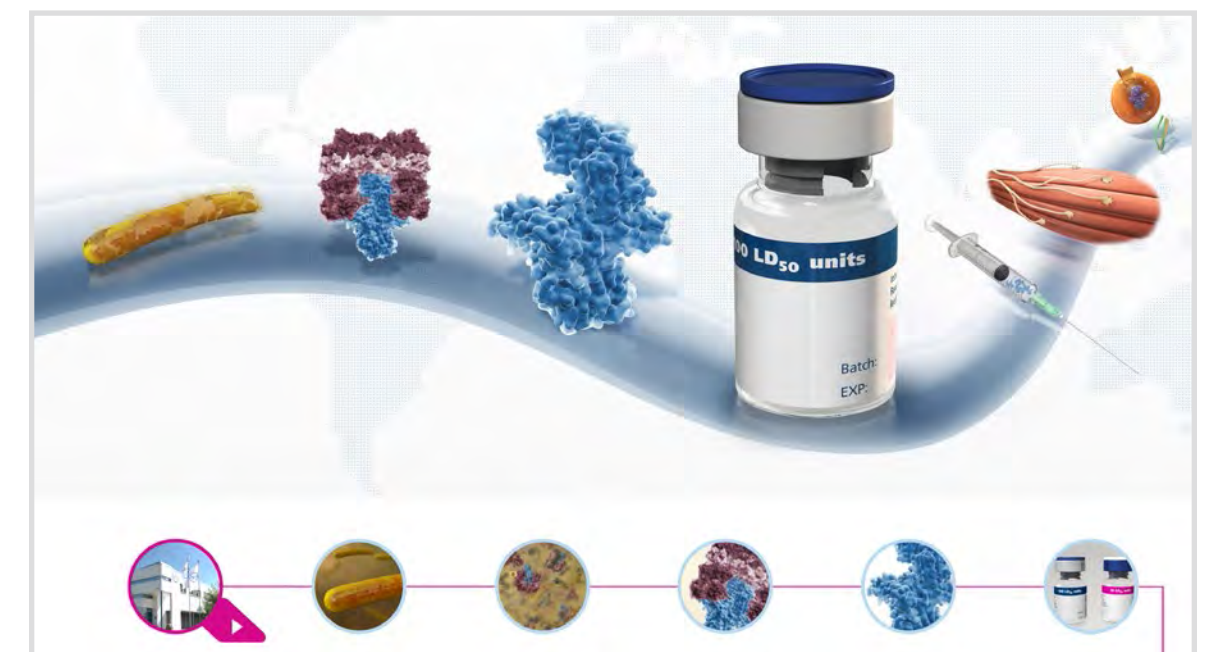
# Global Success Studies

There are many possible ways to implement Visual Storytelling; over the next few pages you will find a few examples of successful projects.



## Case Study Asthma and COPD

Examples from the fields of asthma and COPD show the many uses of Visual Storytelling for doctors, patients, and members of the medical field.



## Case Study Neurology

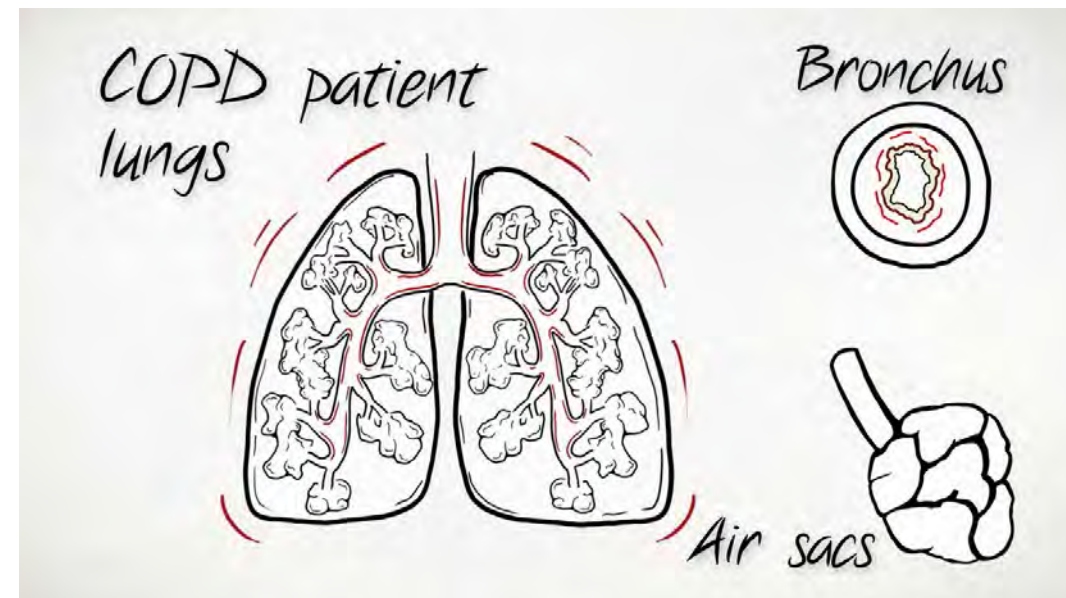
From challenge to partnership – Maximize your ROI with Visual Storytelling through integrated eLearning, eDetailing, and presentation tools for the iPad.





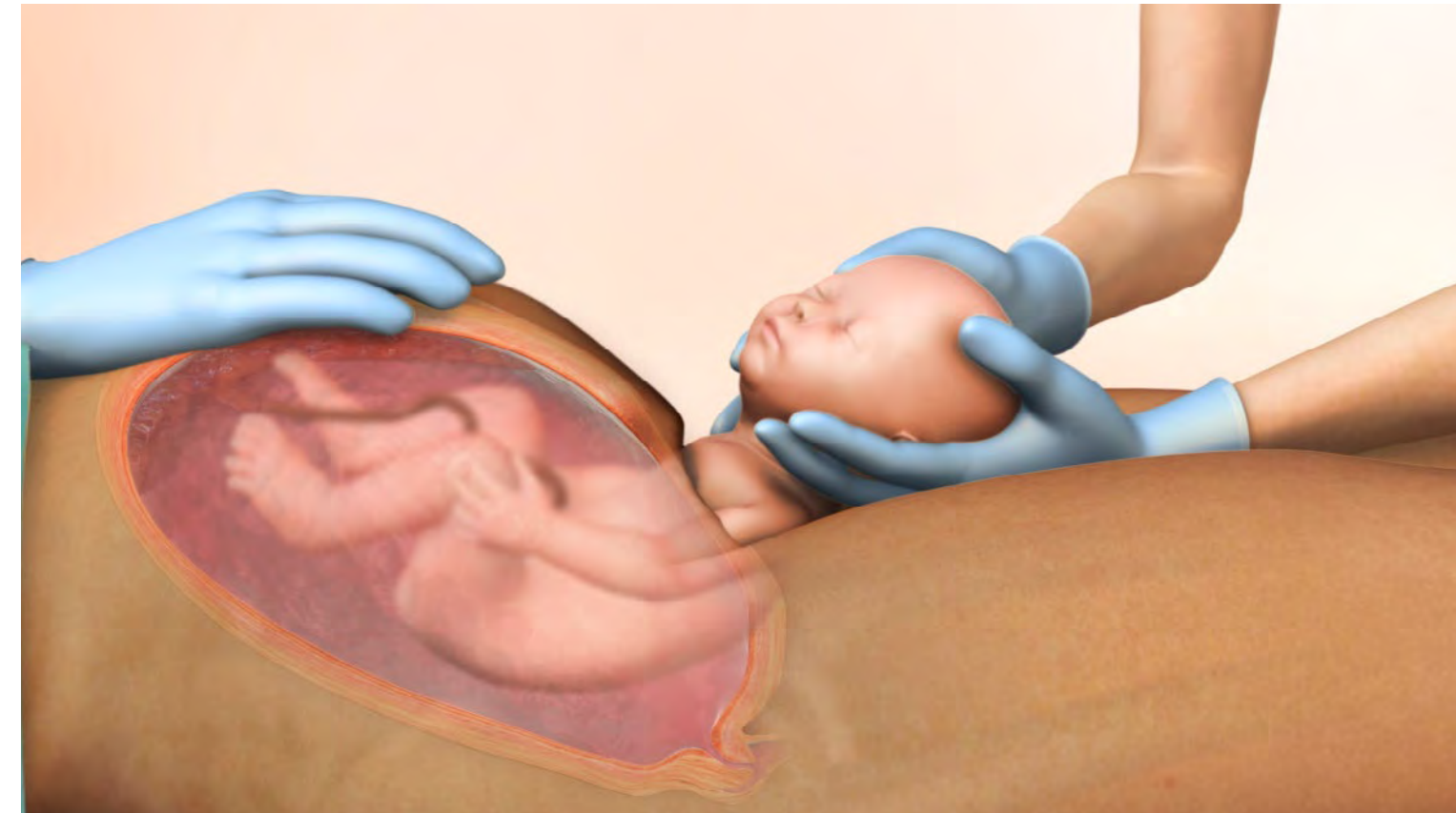
### Case Study Animal Health

From mode of action video to interactive magazine – Finding new distribution channels in Animal Health.



### Project Example COPD

Inform patients with Fast Sketch videos, and support them as they confront their condition or illness.



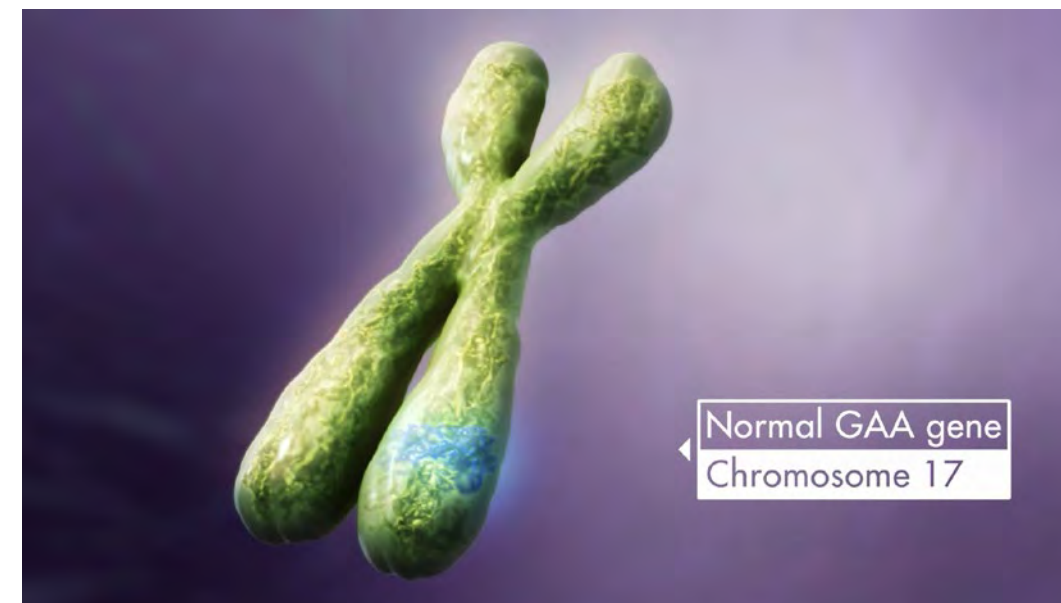
### Project Example Women's Health

One-time injection instead of longer infusion: 3D animation film for doctors shows how a new product can help obstetricians.



### Case Study Stereoscopy

Wow your audience with stereoscopic 3D animation movies and create highlights for international presentations or meetings.



### Project Example Rare Diseases

On the trail of a rare disease: A 3D animated film helps to educate a global patient community about incidence, pathophysiology, and diagnosis.



# A solution for your business? We support you with our:

## Experience

We offer our experience from more than 300 successfully completed Mode of Action, Mechanism of Disease, and other interactive pharmaceutical projects. We work directly for pharmaceutical companies or in cooperation with specialized healthcare agencies.

## Medical Expertise

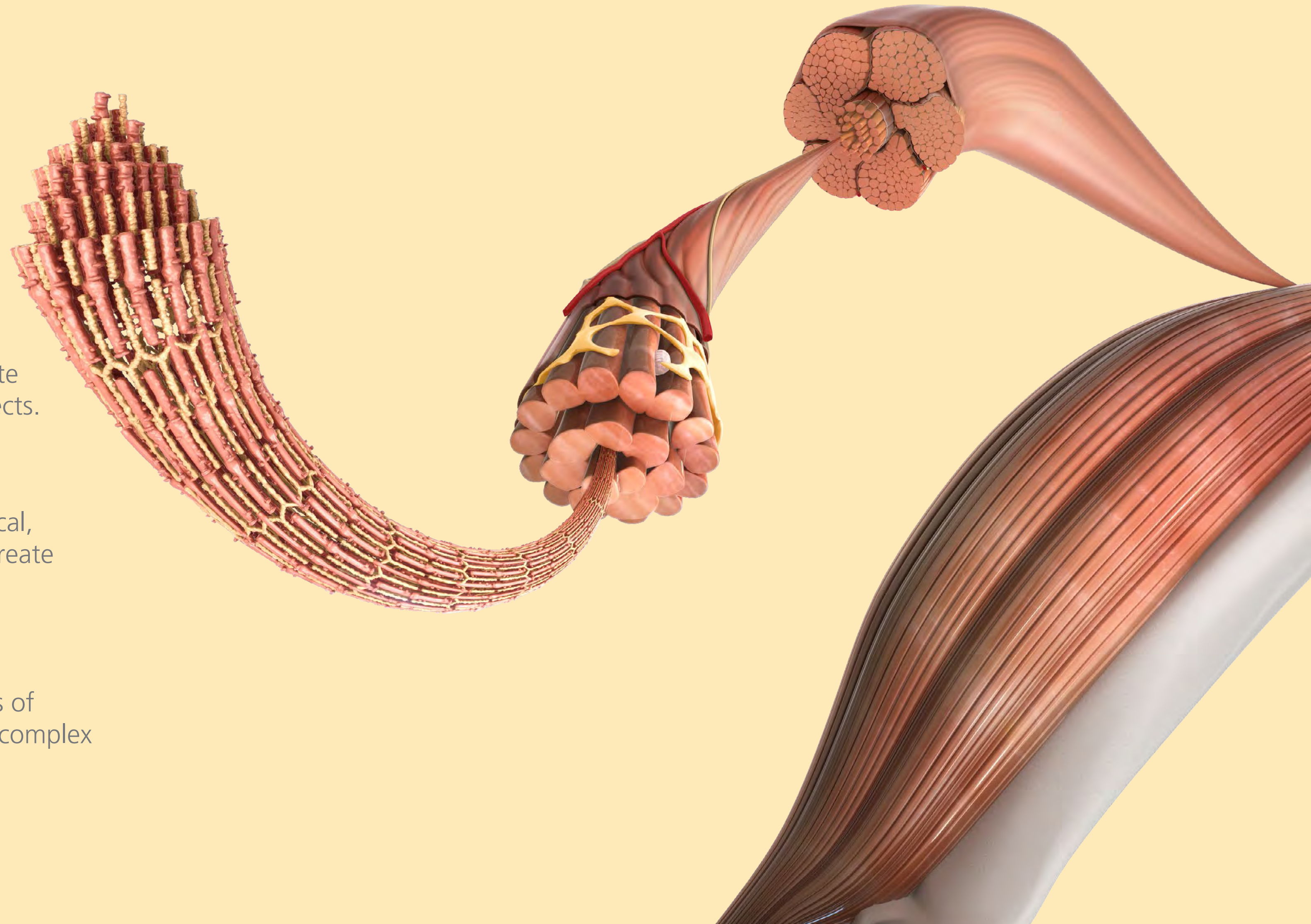
We have an in-house team of medical advisers with diverse professional backgrounds, which makes it possible to communicate at a highly technical level when discussing complex scientific projects.

## Knowledge of the Approval Process

We understand the typical approval process as it pertains to medical, legal, and regulatory compliance, and we use this know-how to create realistic project timelines.

## Large Model Database

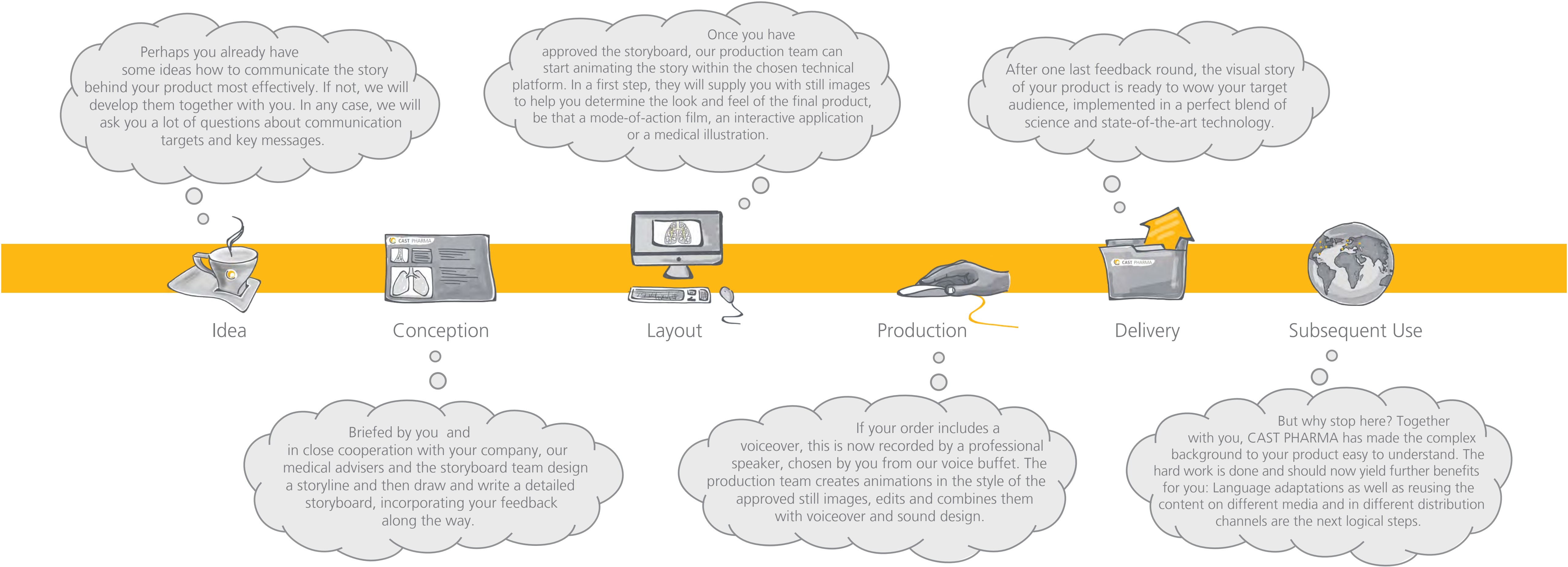
We have an extensive database of anatomically correct 3D models of humans and their internal structures, which allows us to visualize complex issues very quickly.





# From Script to Screen

Although each project is special and will be implemented according to the individual requirements of each customer, we have a proven track record when it comes to project execution.







*Depending on the scale of the project,  
up to 50 members of staff  
are at your disposal.*



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Your first point of contact during the course of a project. We look forward to receiving your inquiry.



# Frequently Asked Questions

Budget is always crucial in Visual Storytelling, so many of our customers have questions before and during their projects. Here are the most frequently asked questions:

## What is the optimal length of a typical 3D-animated MoA film?

Our recommendation is 3 to 4 minutes, in order not to overtax the viewer's attention span.

The general guideline: The shorter the better; focus on one topic per film. Of course, some contents may need a lengthier explanation. In such a case, separating the film into individual modules is advisable.

1

## How long does it take to produce a 3D-animated film?

The first stage in the creation of a 3D-animated film consists of developing a suitable visual story, which usually takes about 3 to 4 weeks. The actual production takes a further 4 to 6 weeks. In between, there are several feedback rounds, and at two points the client's legal, regulatory, and medical approval is needed: for both the storyboard and the final film. For us, the time approvals may take is difficult to estimate, since it depends on company-specific internal processes. Please take this into consideration when calculating overall production time.

2

## Does CAST PHARMA need constant medical and scientific input from clients?

One of the major benefits of working with CAST PHARMA is our extensive in-house medical expertise. Our medical advisers can either work in close cooperation with your medical team or develop a story from scratch, based on their own research into the subject. During the production phase, they only have to cross the hall to make sure that every medical detail is reflected without delay in the graphical implementation.

3





## ARRANGE A WEBEX

Please arrange a 20 minute WebEx today and learn more about:

- ✓ The potential of visual stories in the pharma business
- ✓ Complex content made simple
- ✓ Typical course of a project
- ✓ Timelines and costs
- ✓ Case studies

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