

Scientific Slide Deck

Development



The Thai subsidiary of a global research-driven international pharmaceutical company asked Awisdom to develop appropriate material supporting consumer sales in two distinct channels for three highly successful brands of their contraceptive business in the country.

Over the several decades that the company's brands have been active in the Thai market it has produced and marketed contraceptives with different levels of hormones aimed at women with very specific concerns and worries.

The team at Awisdom went to work in different directions to develop two slide decks, aligned with the brands that were scientifically sound in content, educationally clear in delivery and visually attractive with infographics and in-house product photography underpinning the narrative. .

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