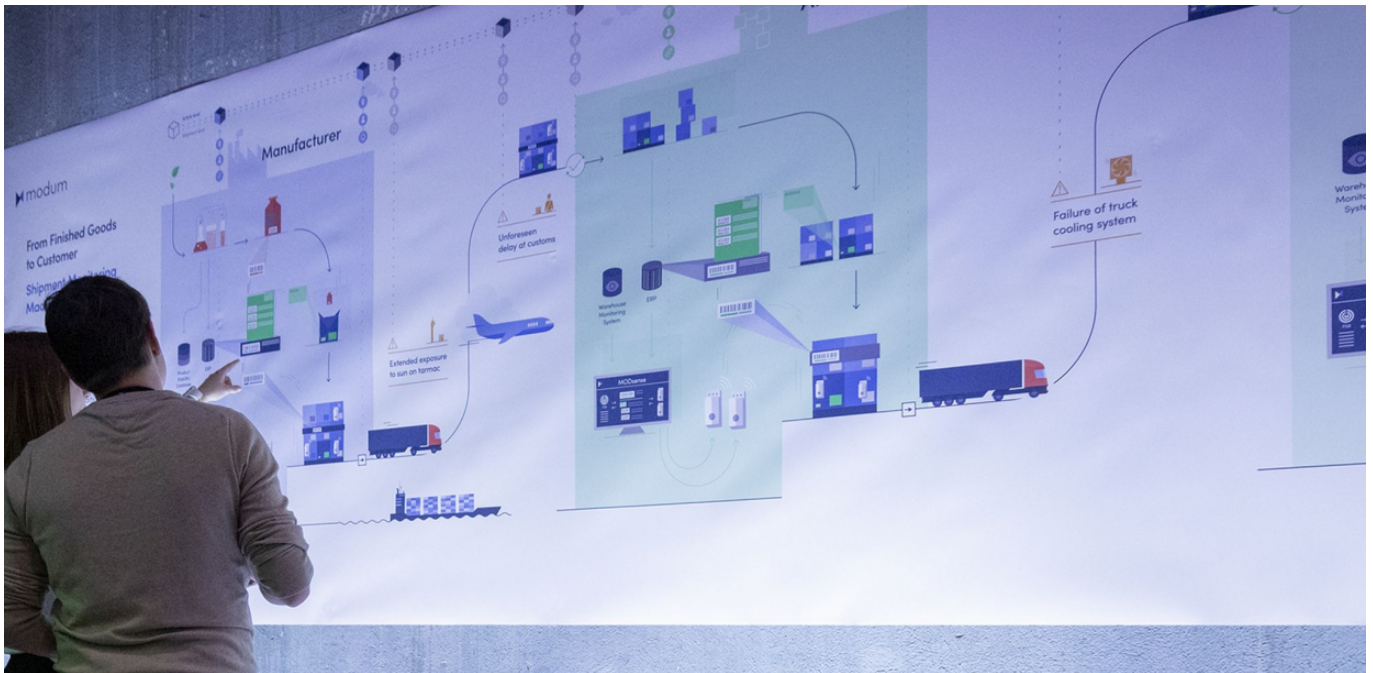


Explainer video and infographic poster about monitoring pharma shipments



The start-up company Modum offers end-to-end monitoring solutions to guarantee quality assurance throughout the shipment process. Working on behalf of Modum, we created an explainer video and a large-format infographic that will enable the company to offer prospective clients an appealing representation of the complex monitoring process.

Modum's focus is on the pharmaceutical industry where quality assurance in the shipment process is so essential, a fact that is also underscored by the introduction of ever more demanding legal requirements. The EBP communication team supported Modum when it came to visualizing the complex monitoring process in the forms of an explainer video and a large-format infographic.

Explainer video to elucidate the end-to-end monitoring process

A brief explanation of end-to-end monitoring

The explainer video takes the viewer on the journey of a package as it moves all the way from the manufacturer to the end customer. The exposure of the package's contents to heat, cold, light, vibrations and moisture is recorded throughout the entire journey. The task of explaining the extraordinarily complex monitoring process in the span of only two minutes proved to be an exciting challenge. In particular, we needed to identify and omit the secondary details so as to ensure a coherent and engaging visualization of the most important steps in the overall process.

Client

Modum

Facts

Period

2019

Project Country

Switzerland

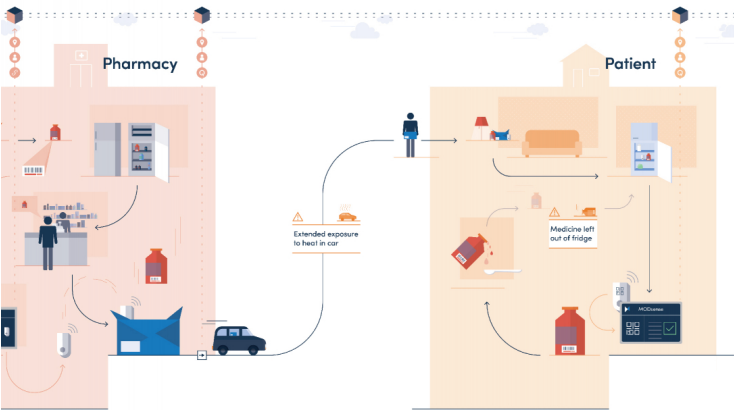
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Infographic: "End-to-End Monitoring Process"



Poster installation at MODday 2019



Poster installation at MODday 2019



Poster installation at MODday 2019



Poster installation at MODday 2019



Poster installation at MODday 2019