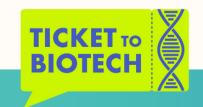
KEY TAKEAWAYS

1

Look Beyond Biopharma for Inspiration

Explore content used by other industries to refresh your approach and storytelling concepts.



KEY TAKEAWAYS

2

Clear Goals Can Make or Break Strong Content

Alignment on what you want to achieve drives the whole creative process, from early planning to post-production.



KEY TAKEAWAYS



Focus on Execution, Not Just Ideas

High-performing content is often more about perfect execution than having the idea. Invest time in pre-production and make sure the final video is polished and impactful.

KEY TAKEAWAYS



Prioritize Production Value Wisely

Save high-budget production for critical campaigns and use more approachable, low-budget formats like smartphone videos for everyday messaging.



KEY TAKEAWAYS



Insincerity Can Be Spotted a Mile Away

Avoid overly scripted content and instead focus on genuine, unscripted moments that reflect true passion and emotion.



KEY TAKEAWAYS



Use Experts as Content Stars

Deep knowledge and authentic enthusiasm can humanize, add credibility, and drive engagement, especially for complex topics.



KEY TAKEAWAYS



Tailor Content to the Platform

Adapt your video's style, length, and pacing to fit where your audience will view it.



KEY TAKEAWAYS



Maximize Content Longevity

Plan for multiple deliverables from a single video shoot. Create cut-downs for different platforms to get more mileage out of your investment.



KEY TAKEAWAYS



Use AI to Streamline Production

Incorporate AI tools to automate tasks like editing and content organization, allowing you to produce more with fewer resources.



KEY TAKEAWAYS



Track Watch Time and Completion Rates

These are the top KPIs for video content, indicating the effectiveness of your storytelling and audience connection.

