

KEY TAKEAWAYS

1

Look Beyond Biopharma for Inspiration

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

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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.

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3

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.

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4

Prioritize Production Value Wisely

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

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5

Insincerity Can Be Spotted a Mile Away

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

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6

Use Experts as Content Stars

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

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7

Tailor Content to the Platform

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

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8

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.

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9

Use AI to Streamline Production

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

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10

Track Watch Time and Completion Rates

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