

CASE STUDY: Vaccines



THE COMPANY Pfizer Vaccines



THE PRODUCT Prevnar 13, pneumococcal pneumonia vaccine



THE PROBLEM

- Efficacy of vaccine against serotype 3 S. pneumonia strain lower than for other strains
- Poor understanding that serotype 3 is biologically different than other strains
- Poor awareness of clinical data that showed significant efficacy against serotype 3
- Existing materials consisted of many PP decks with no consensus on how to tell story
- No big scientific idea

- Developed Core Story Concept (big scientific idea) based on complete review of all internal materials and interviews with 4 external thought leaders
- Developed smooth story flow with attack point and 4 story tension points
- Developed custom scientific visuals to explain key aspects of story
- Clinical data presentation newly organized by adult/pediatric and direct/indirect protection
- Deliverable: MEDSTORY Sourcebook, including 40-slide/20-min presentation deck

THE SOLUTION



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MEDSTORY DECK

MEDSTORY SOURCEBOOK



THE RESULTS

- Medical and commercial teams highly satisfied with scientific story
- Achieved consensus internally how to tell the story to differentiate against competitive threat
- Story deliverables achieved objectives in generating better understanding of efficacy against important strain among important vaccine community audience

For more information,
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