

AHA Moments

Pharma Sales Motivation Animation / 2014

A pharma client wanted to motivate sales reps to develop deeper relationships with healthcare providers. Tools and training materials were created to teach reps how to engage their hospital and clinic contacts in a conversation that would reveal new insights about how treatment decisions are made.

To reinforce the lessons learned, reps were interviewed, and a video crew captured their testimonial “AHA Moments” to share with the rest of the team. Tape was edited into a series of two-minute motivational videos that were distributed via text and email. IAR wrote and produced the videos, and art directed these six playful animations — incorporating familiar images of “discovery” — to intro/close each program.

