

Client: Sponsor

Therapeutic Area: Pediatric Asthma

Creative Strategy

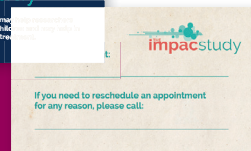
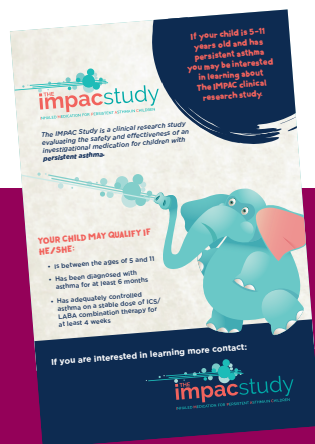
Brand Development – Patient Collateral and Site Materials

SITUATION:

- Global Pediatric Asthma trial for patients age 5-11 years
- Children needed to attend several longer study appointments over the course of two years
- Challenges included: difficult nature of recruiting and consenting patients/caregivers for a pediatric trial & retaining participants and caregivers in the long trial

RESULT:

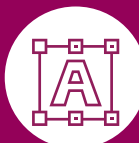
- The ClinEdge’s Creative Director worked with the team to brand the study with a child-friendly logo that included a ‘study mascot’
- Provided each site with pre-loaded country specific approved iPad with child friendly games and activities to be used during long study visits
- All iPad’s mobile applications were customized to their native country (with translations)
- Created an activity basket with branded puzzles, stickers, games and a fun customized study activity book
- Set up a troubleshooting and compliance process throughout all countries for both patients/site staff
- Created a positive experience for a child while attending their visits



SERVICES USED:

IN-HOUSE TEAM DEDICATED TO CLINICAL TRIAL MARKETING

COLLATERAL DEVELOPMENT/ PROMO ITEM DEVELOPMENT



STUDY BRANDING & LOGO DESIGN



ACTIVITY BASKET ASSEMBLY