



Industry
Pharmaceutical

Purpose
Product Launch

Reach
Unlimited

Event Date
January 2014

BRAND LAUNCH SUCCESSFULLY INTEGRATES LIVE & VIRTUAL COMPONENTS USING XYVID

Situation

A global pharmaceutical firm wanted to launch a new brand, while simultaneously bringing together its sales rep force and network of healthcare providers. The goal was to create remote meetings that, through a virtual presentation, educated the viewership consistently across all locations generating an immediate and accurate brand education for everyone.

Some challenges that needed to be addressed included:

- The national audience resided across multiple time zones
- The speakers resided in multiple originating locations
- All aspects of the event needed to meet the new brand's guidelines
- The event needed to be captured as enduring content to insure on-going viewership for those who missed the original broadcast.

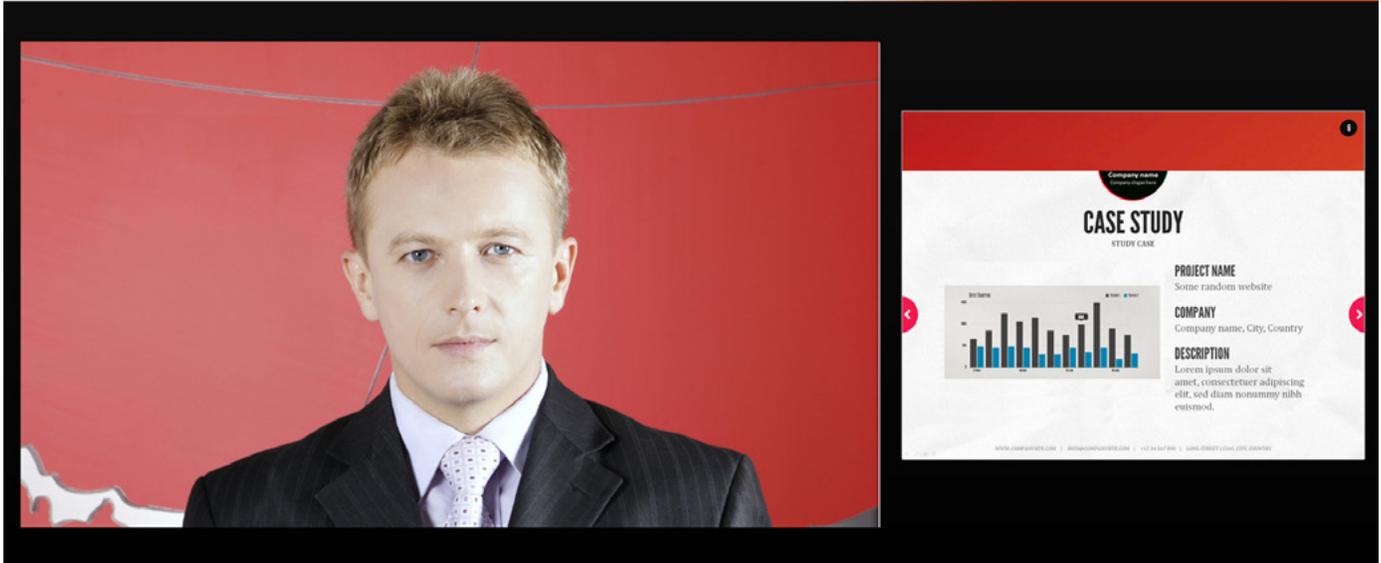
Solution

The company sought assistance from Xyvid, to execute a virtual presentation while supporting lunches at HCP offices or dinners at restaurants. This created controlled and trackable viewing audiences and standardized the content to the entire viewership. Xyvid complimented the client's production capabilities and was instrumental in studio work, including testing, on site production and broadcasting.

Using the Xyvid Pro platform the client was able to collect and retain all registration data, generate controlled viewer credentials per viewing location, remind the registrant pool just prior to event time, execute, monitor and deliver the entire product launch and finally, create enduring content of the materials.



A Panel Discussion



“Thank you for helping us pull off a successful series of launch webcasts! I am glad to have partnered with your team!”

— Brand Director

Results

Xyvid collaborated with the client’s compliance, legal and marketing departments to translate their brand launch requirements into a successful and strong market entry.

The successful product launch contained:

- 12 total programs. (6 per day on two separate days)
- 275 unique login locations over the course of the 12 programs.
- Flexibility to accommodate speaker schedules (day one originated from a Studio in the northeast and day two originated from a studio in Texas.)
- A recording mechanism for future on-demand presentations of the same content.