

Veeva

Content  
Partner

Full Service

**GET IN  
TOUCH**



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**MINISTRY  
OF FISH**

— **THE PHARMA EDITION** —

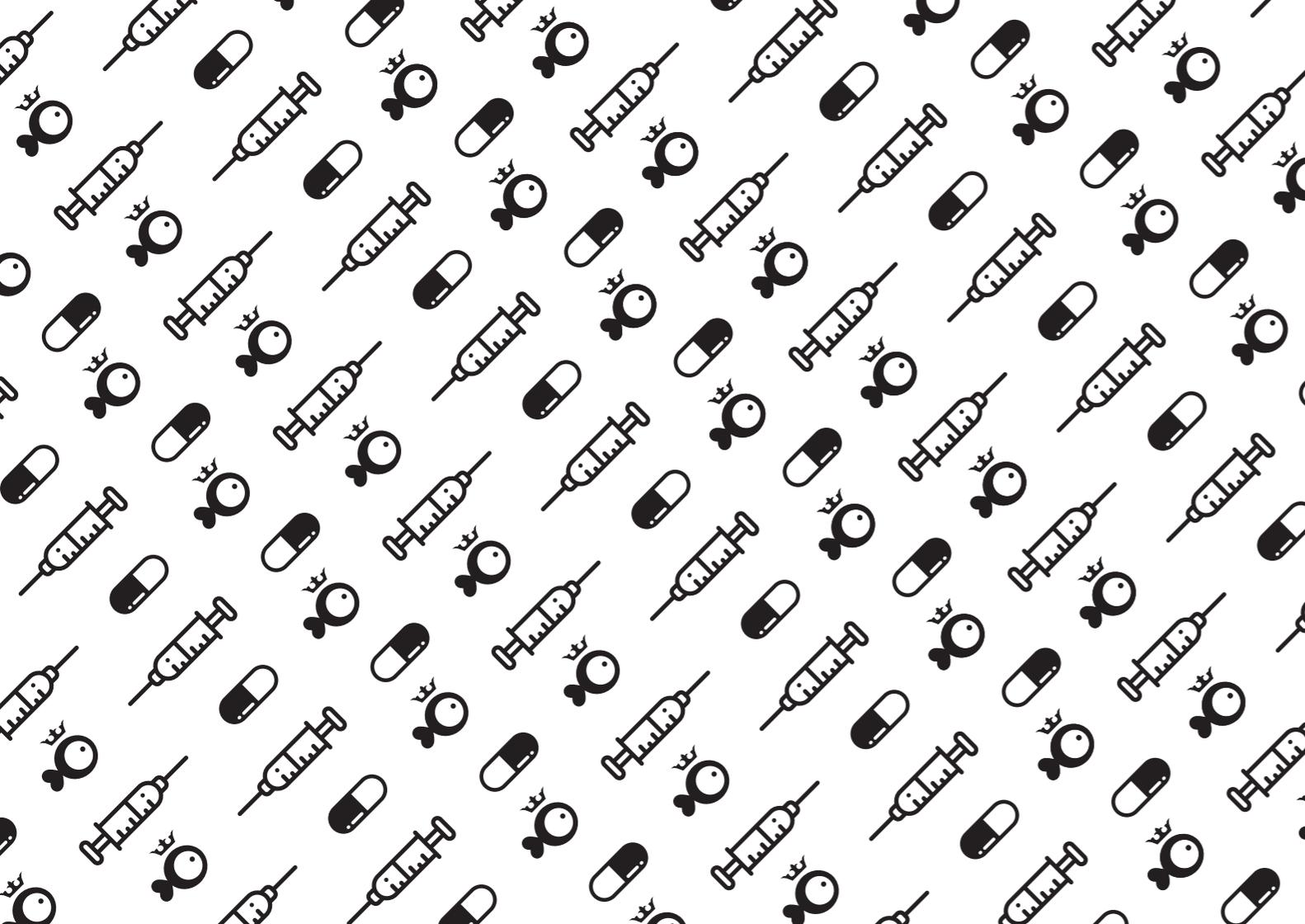
hello

# ...WE ARE MINISTRY OF FISH!

ESTABLISHED IN 2010 AND STILL SWIMMING STRONG!

We're a creative bunch, with an abundance of experience in the concept and delivery of marketing campaigns across retail, leisure, fashion, automotive, financial and of course...pharmaceutical!





# PHARM WITH FISH!



We understand that pharmaceutical marketing runs a little differently to traditional marketing practices. Code adherence, PromoMats and Veeva CRM are all topics we know very well.

Having worked across a variety of disease areas and with numerous brands, our experience is vast and our service offerings extensive.

## AREAS WE'VE WORKED IN:

- Dermatology
- Gastroenterology
- Haematology
- Medical Devices
- Mental Health
- Neurology
- Oncology
- Pain Management
- Psychiatry
- Pulmonary
- Rare Diseases
- Renal
- Respiratory
- Rheumatology
- Urology

# WE ARE FULL-SERVICE VEEVA CONTENT PARTNERS...



With experience and qualifications in the full suite of Veeva products, we can support you in harnessing all that's on offer.

- ✓ **Veeva CLM**
- ✓ **Veeva CRM Engage Meeting**
- ✓ **Veeva CRM Engage for Portals**
- ✓ **Veeva Approved Email**
- ✓ **Veeva Vault PromoMats**
- ✓ **Veeva CRM MyInsights**
- ✓ **Veeva Sandbox Testing**

## FULL-SERVICE CONTENT PARTNERS

Multichannel  
Content Partners

**Veeva** CRM

We support our customers with multichannel Veeva CRM content creation, including approved emails and CLM presentations.

Vault  
Content Partners

**Veeva** Vault

We assist our customers with creating and managing their content in Vault PromoMats and Vault MedComms, including review, approval and digital asset management.

# CAMPAIGN DEVELOPMENT

We implement insightful research, marketing strategy and sharp design from start to finish and beyond!

We not only ensure materials are user friendly, we test them too! We ensure your face-to-face or Engage meetings run without a hitch.

Ministry of Fish has a team of dedicated, experienced and Veeva trained Account Managers who support you every step of the way, from reference linking to launch.



# Design

As a creative agency,  
design is our passion!

Design is one of our many passions. With our own in-house studio, creativity is at the heart of everything we do but our design is so much more than 'what it looks like'.

By focusing on your brand story, our designs can:

- Engage your internal teams
- Provide your KAMs with engaging content for HCPs
- Differentiate you from your competitors

## NEED MORE THAN VISUAL CONCEPTS?

We provide copywriting and copyediting services, including qualified medical writers for more technical pieces and referencing support.



# PATIENT JOURNEYS



Through the planning, development and design of patient journeys, we have helped many pharmaceutical brands to consider things from a new angle.

By working with sales, marketing and HCPs alike, we can gather insights on:

- The emotional journey taken by patients on their road to treatment
- The barriers to diagnosis
- Opportunities for brands to educate HCPs and support patients
- How to develop more meaningful campaigns for the future

## NOT SURE WHERE TO START?

We offer support from workshop planning and execution, to the creation of a fully illustrated and animated patient journey.

# DIGITAL DESIGN

## HELPING YOU STAND OUT IN A CROWDED SPACE

Beyond design and branding, we know how to make a splash in digital.

Whether you require an emailer, animated banner ad, website design or an interactive sales aid, we've got the know-how to build and design captivating content for your audiences.



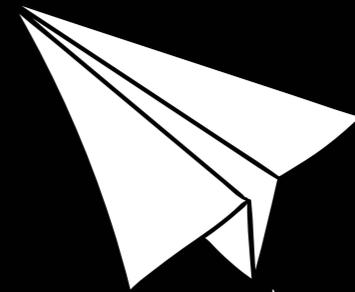
# PRINT

## IGNORE THE NAYSAYERS, IT'S HERE TO STAY.

There are lots of ways to print a leaflet, sales aid, poster or even a building wrap – and of course, we really love the funky bespoke stuff.

We can produce a suite of sales materials tailored to a campaign, an advert for publication or an exhibition stand to shout about – nothing is too big or too small.

We are happy to manage your print or work with your preferred supplier, to create stand out materials that show off your message loud and clear.



*DID YOU KNOW?*

*Direct mail's response rates are 10-30x higher than that of digital*



# VIDEO

Need to breathe some life into your brand, demonstrate your product, animate your story or deliver more engaging meetings?

We can provide the whole shebang: initial concepts, storyboarding and scriptwriting - before letting loose with the camera, green-screen, voice over recording and animating. We ensure your time in the studio or on location is perfectly planned and executed.

We've got the experience, the know-how and the latest production kit to do it.



# EVENTS

***WE ALL NEED A BIT OF FACE-TO-FACE  
ENGAGEMENT EVERY NOW AND THEN...***

If you want to deliver a new company direction or roll out product training, events are a great way to encourage deeper engagement and win favour with customers and staff. It could be a product launch, stakeholder education, a fancy party or a conference - we've got it covered.

**Let us know what you're after  
and we'll cover the rest:**

- Venue sourcing
- Audio-visual planning
- Theming and catering
- Entertainment
- Videography and photography

***WE CAN HANDLE THE WHOLE PROCESS FROM START TO FINISH.***



**VEEVA**

- Veeva approved emails (VAEs)
- Veeva approved email fragments
- Support upload and distribution of VAEs
- Veeva CRM - test and upload CLM Presentations using the Multichannel Loader (including development of CSV files)
- Vault PromoMats management
- Access to our own Sandbox and Veeva Account Manager for additional support

**DIGITAL BUILD**

- HTML materials / emailers (third party)
- HTML slide decks / CLM Presentations (for use in Veeva CRM / Engage for Meetings)
- Banner ads - animated and static
- Interactive PDFs / PPTs / Keynote

**WEBSITE DESIGN & BUILD**

- Website design, development and hosting - including microsites for third party hosting
- Website updates

**HOSTING\***

- Provide hosting services for materials (e.g. PI for use at conferences / congress)
- Generate access via URL or QR Code

**VIDEO PRODUCTION**

- Initial concept
- Storyboarding
- Actor and voiceover talent sourcing
- Production
- Post-production editing
- Animation
- Illustration for animation
- Live streaming (e.g. at events)

**DESIGN & ARTWORK**

- Marketing materials (e.g. patient journeys, sales aids, leave pieces, exhibition stands and pull up banners)
- Material updates (e.g. reformatting and PI updates)
- Print management

**BRANDING / BRAND REFRESH / BRAND DEVELOPMENT**

- Creation and facilitation of brand workshops
- Initial concept development
- Finalisation of logo and other branding elements
- Development of brand guidelines

**EVENTS**

- Venue sourcing and management
- Entertainment sourcing and management
- Event theming and room decoration
- Event collateral (place cards, agendas etc) including design and print
- Gift management and distribution (pre, during or post event)

**MARKET RESEARCH / ADVISORY BOARDS**

- Creation and facilitation of market research (e.g. message or concept testing) - including approach recommendations (e.g. surveys and focus groups)
- Dissemination of results and subsequent recommendations

**COPYWRITING**

- Copywriting, editing and proofing for all promotional pieces
- Medical writing as required for promotional and non-promotional pieces

**PATIENT JOURNEY DEVELOPMENT**

- Development and facilitation of patient journey workshops with both client reps and HCPs
- Creation of patient journey report and subsequent materials (e.g. illustrated / animated journeys to share with internal teams and / or with HCPs)

**ORIGINAL PHOTOGRAPHY & IMAGE SOURCING**

- Photoshoots - facilitation and execution including venue and talent sourcing for original imagery and post-production editing
- Image sourcing and appropriate licensing for promotional and non-promotional materials from available libraries (e.g. Shutterstock)

**SOMETHING NOT LISTED? JUST ASK AND WE'LL SEE WHAT WE CAN DO.**

\*The ability to provide this service is dependent upon the size of the material to be hosted and the likely number of visitors to the site.

# MINISTRY OF FISH WANT TO WORK WITH YOU.

## TOGETHER WE'LL MAKE A SPLASH!

You can contact the team at [info@ministryoffish.com](mailto:info@ministryoffish.com)  
or if you know who you'd like to contact, just replace  
'info' with their first name.

Hop in, the water's warm!

*Follow our QR code to  
watch our showreel*

