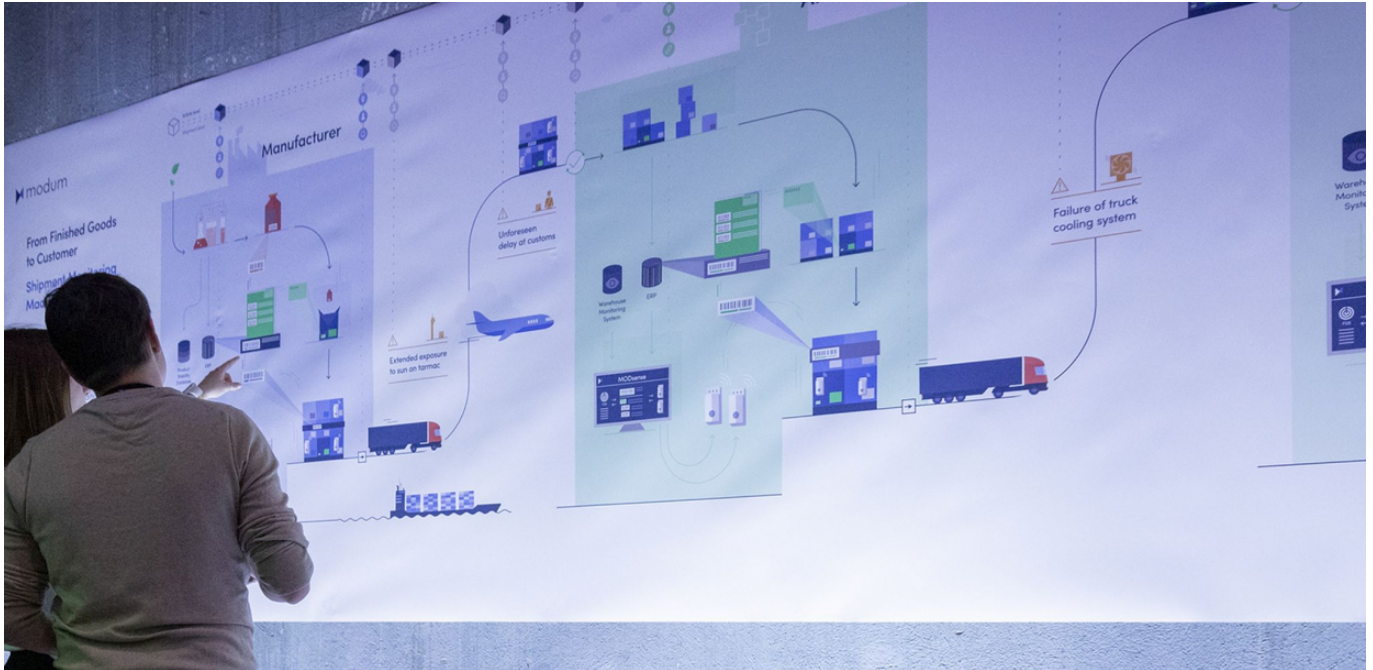


# Explainer video and infographic poster about monitoring pharma shipments



**The start-up company Modum offers end-to-end monitoring solutions to guarantee quality assurance throughout the shipment process. Working on behalf of Modum, we created an explainer video and a large-format infographic that will enable the company to offer prospective clients an appealing representation of the complex monitoring process.**

Modum's focus is on the pharmaceutical industry where quality assurance in the shipment process is so essential, a fact that is also underscored by the introduction of ever more demanding legal requirements. The EBP communication team supported Modum when it came to visualizing the complex monitoring process in the forms of an explainer video and a large-format infographic.

Explainer video to elucidate the end-to-end monitoring process

## A brief explanation of end-to-end monitoring

The explainer video takes the viewer on the journey of a package as it moves all the way from the manufacturer to the end customer. The exposure of the package's contents to heat, cold, light, vibrations and moisture is recorded throughout the entire journey. The task of explaining the extraordinarily complex monitoring process in the span of only two minutes proved to be an exciting challenge. In particular, we needed to identify and omit the secondary details so as to ensure a coherent and engaging visualization of the most important steps in the overall process.

## Client

Modum

## Facts

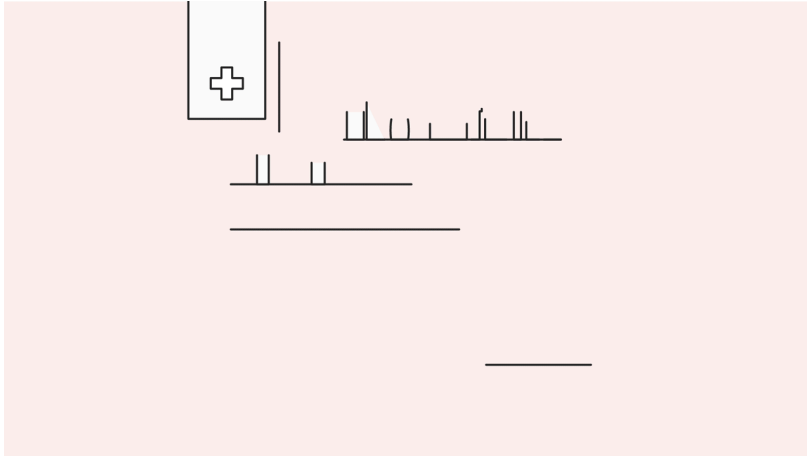
Period 2019

Project Country Switzerland

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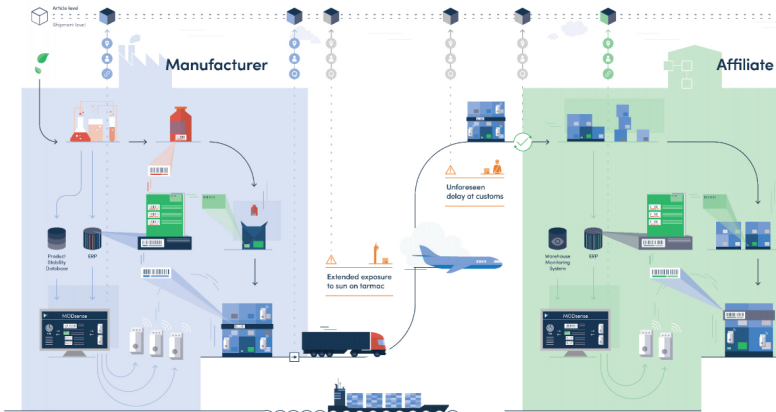
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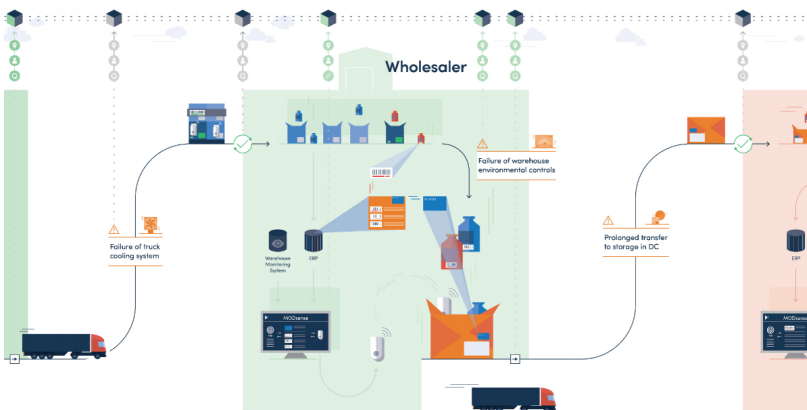
The storyboard for the explainer video

### 8 meter infographic for comprehensive process depiction

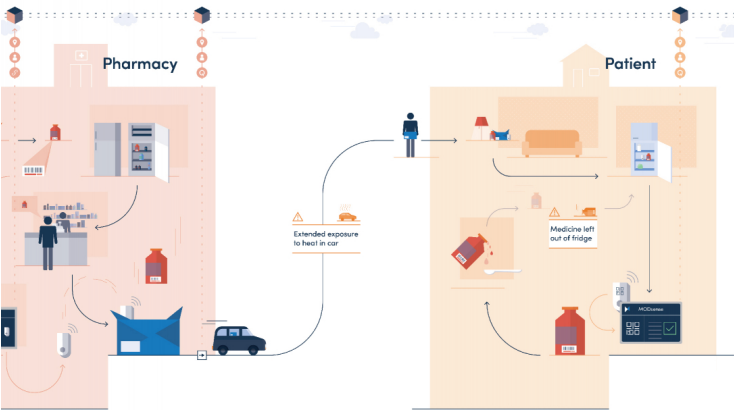
In order to offer a detailed depiction of what happens to the package during the journey shown in the explainer video, we created a large-format infographic measuring 26x5 feet. The infographic depicts the many process details and interfaces that characterize Modum's quality-assurance solutions. With its appealing design and colors, the infographic builds complements the explainer video and seamlessly matches Modum's corporate design. The infographic was presented at the MODday in Zurich, an event organized by Modum.



Infographic: "End-to-End Monitoring Process"



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Infographic: "End-to-End Monitoring Process"



Poster installation at MODday 2019



Poster installation at MODday 2019





Poster installation at MODday 2019



Poster installation at MODday 2019



Poster installation at MODday 2019

Picture Credits: Modum and EBP Schweiz