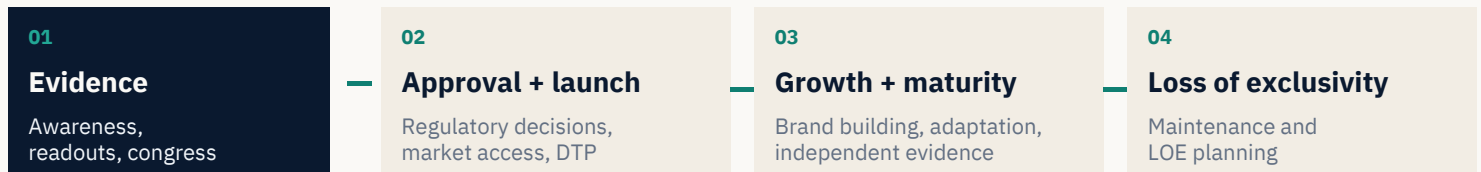


PLAYBOOKS / LIFECYCLE / OUTPUTS

From milestone to finished asset



16 situation playbooks, adapted with your context to the wider campaign



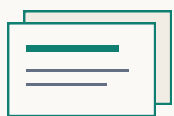
ALONG THE LIFECYCLE

Safety · issues · competition · policy · investor · corporate · internal change

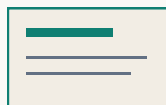
16 SITUATION PLAYBOOKS

- | | |
|--|--|
| 01 Phase 3 topline
02 Congress
03 FDA approval and PDUFA
04 Complete response letter
05 Commercial launch
06 Market access
07 Direct-to-patient access
08 Loss of exclusivity | 09 Safety signal
10 Issues and crisis
11 Competitive response
12 Pricing and policy scrutiny
13 Investor and Reg FD
14 Corporate transaction
15 Internal change
16 AI answer-surface strategy |
|--|--|

6 ASSET STUDIO TEMPLATES



Carousel



Static post



Video endcard



Supers pack



ISI scroll video



Narrated video

8 GENRES

Press release; media pitch; leadership talking points; social post; internal note/team brief; Q&A/standby statement; record correction; leadership plan deck

6 CHANNELS / 5 RATIOS

LinkedIn, Instagram, Facebook, X, TikTok, YouTube. 1:1, 4:5, 9:16, 16:9, 1.91:1

FORMATS / 4 LOCALES

DOCX, PPTX, printable HTML; PNG, PDF, MP4; TXT, SRT, JSON. Render packs: US/UK English, US Spanish, German

YOUR INPUTS + DECISIONS

Bring objective, context, evidence, approved language, audiences, markets and constraints. You shape strategy and retain formal medical, legal and regulatory approval. New assets remain review candidates.