sound | HEALTHCARE
COMMUNICATIONS®
ideas that resonate

advertising
trends
2023

table of contents

the new world

With COVID-19, the world has changed

60%–72%
of physicians
decline rep meeting requests because they are too busy or don't believe there is any new or relevant information

+3000%
increase in telehealth
usage in October 2020 compared to the same time in 2019

+3X
video engagement
has tripled since March 2020, increasing from 7% to 27% and is starting to gain more use than traditional email engagement

+23%
online chat
has increased 23% from 40% to 49% since COVID-19

Sources: 1. Sermo. COVID-19 HCP Sentiment Surveys – Part 2: Physician Interactions with Medical Technology and Pharmaceutical Manufacturers. April 2020. **2.** IQVIA. Monitoring the Impact of COVID-19 on the Pharmaceutical Market. April 10, 2020. **3.** Wolters Kluwer. How to Pivot Your Marketing to Healthcare Professionals During the COVID-19 Crisis. May 2020. **4.** https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/these-eight-charts-show-how-covid-19-has-changed-b2b-sales-forever# **5.** The Infinite Dial 2020 Report by Edison Research and Triton Digital. **6.** Telehealth usage rises with increase of COVID-19 cases. https://www.healthleadersmedia.com/innovation/telehealth-usage-rises-increase-covid-19-cases

Only weeks into the pandemic, traffic to HCP sites skyrocketed

sermo

120% increase
in engagement via comments and polls

SKIPTA
OUR SPECIALTY IS CONNECTING YOURS

127% increase
in average weekly traffic (+470% in last 2 weeks of March 2020)

figure 1

127% increase
in total registrations

doximity

40 times
more traffic to site

Medscape

20% increase
in overall engagement, plus much greater investment from marketers

---

Where are HCPs now?

only 27%

of HCPs reported having met with a healthcare industry rep since March of 2020. all other interaction has taken place digitally.

when asked: *"Since March 2020, how have you interacted with representatives from pharmaceutical and medical device manufacturers?"*

responses were as follows:

46%
Electronic messaging (emails, text, etc)

33%
No interaction

33%
Phone/ conference calls

30%
Virtual webinar/ slide deck presentations

30%
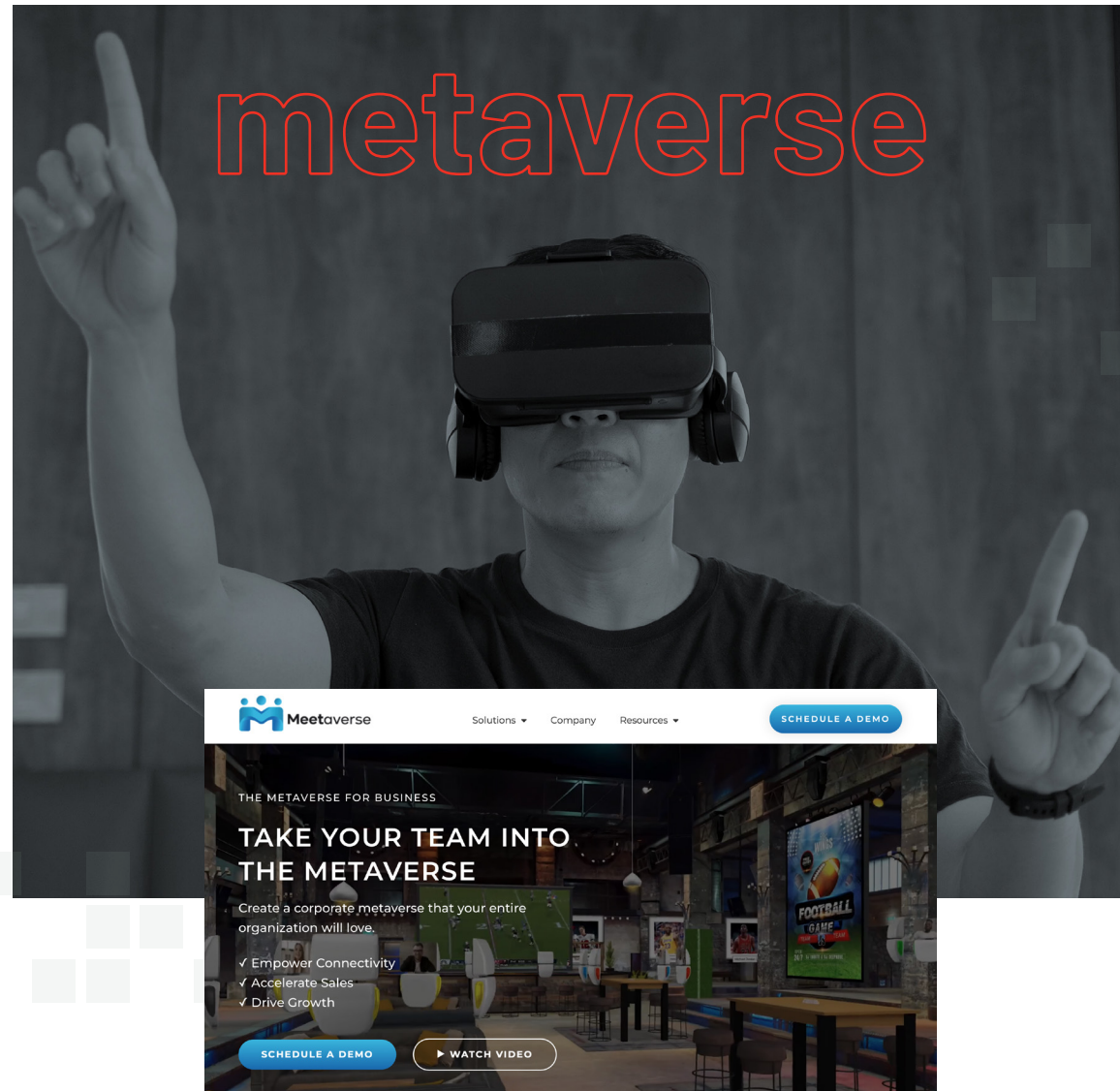Video calls (Zoom, GoTo meeting, WebEx, etc)

27%
In-person meetings

Emails and texts are the preferred method of contact

Introduction of a virtual world

metaverse

Meetaverse
Solutions ▾   Company   Resources ▾   [SCHEDULE A DEMO]

THE METAVERSE FOR BUSINESS

TAKE YOUR TEAM INTO
THE METAVERSE

Create a corporate metaverse that your entire
organization will love.

✓ Empower Connectivity
✓ Accelerate Sales
✓ Drive Growth

[SCHEDULE A DEMO]   [▶ WATCH VIDEO]

more and more **interactions are becoming virtual**, even in
the health care space. meetings are happening online and
some with the use of **avatars and digital personas**.

Where are patients and caregivers now?

spending over
37 hours
a week online

PROGRAMMATIC

PRINT INNOVATION

KINETIC CONTENT

3D INNOVATION MACROTRENDS
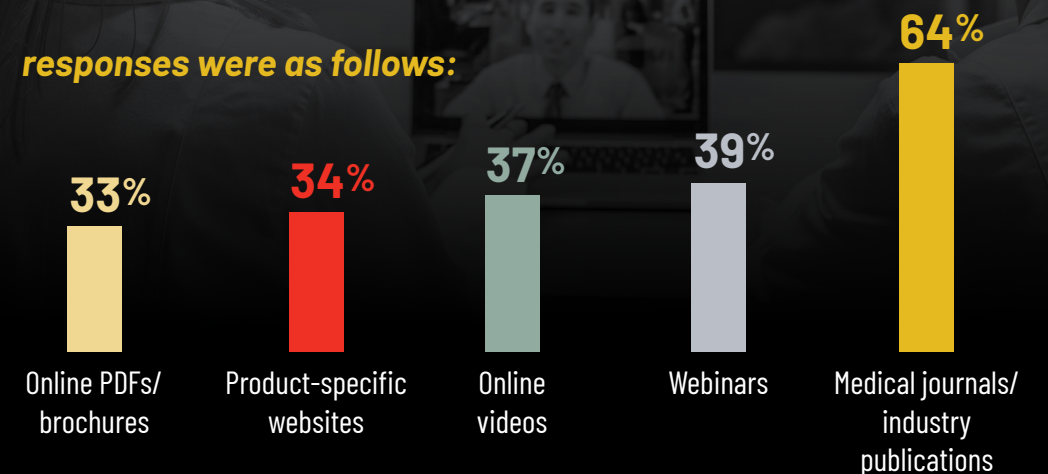
incoming trends
video

Video is increasingly more popular with HCPs

50%

of surveyed physicians consider **online videos to be among the most useful** resources available when learning about new prescription and treatment options for their patients

when asked: *" When learning about new treatment options for your patients, which of the following resources do you find most useful? "*
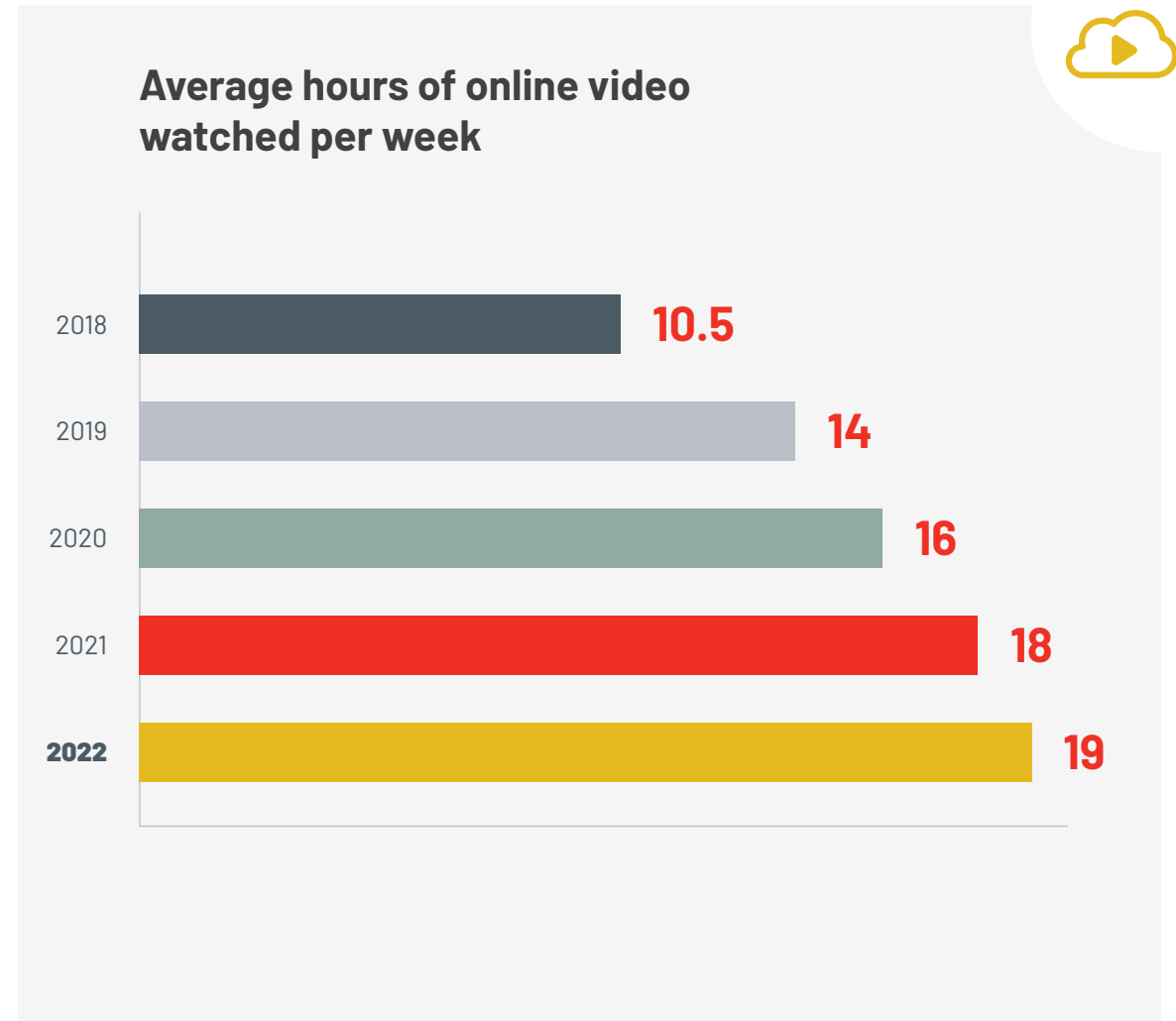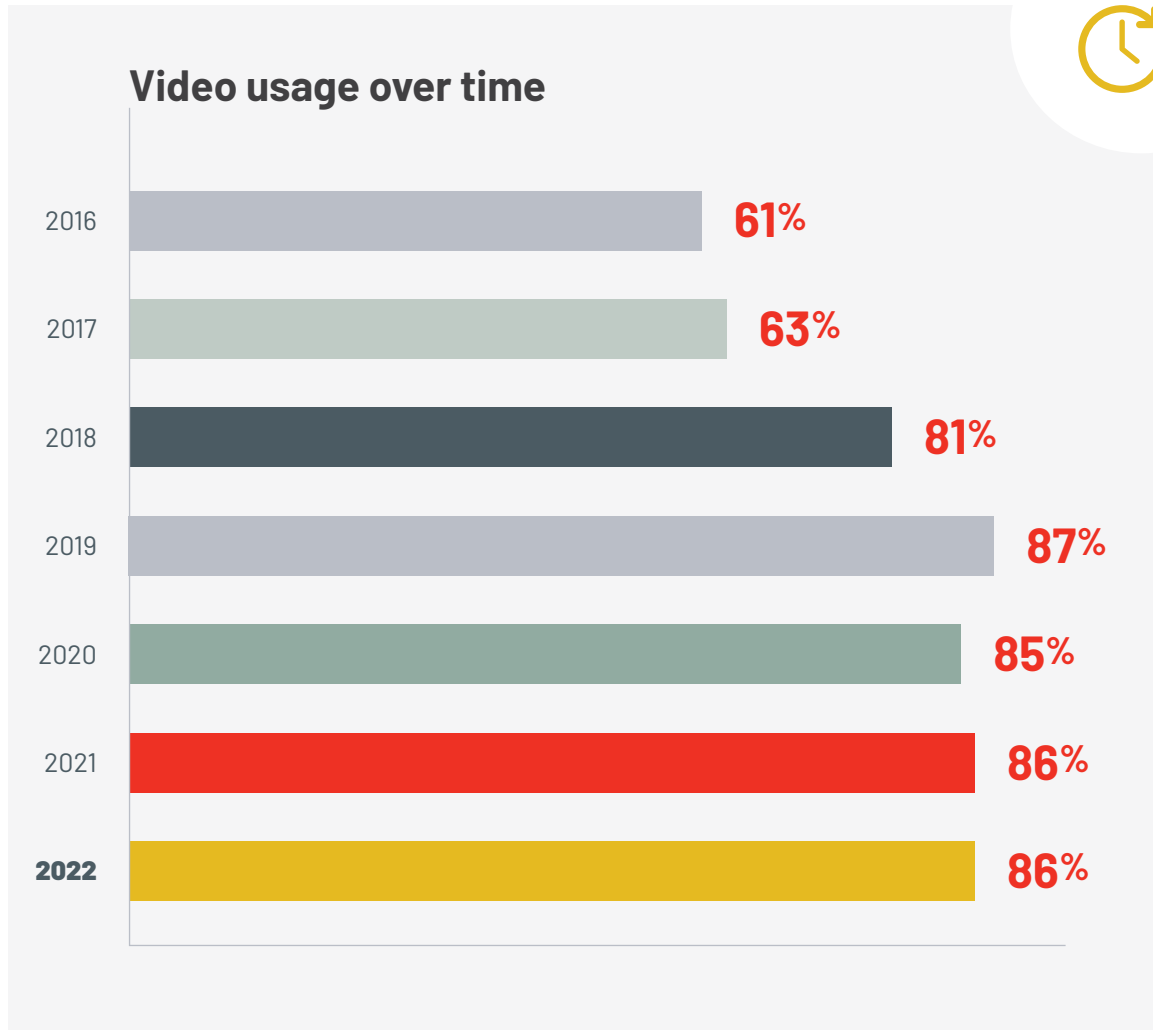
responses were as follows:

Online PDFs/ brochures	Product-specific websites	Online videos	Webinars	Medical journals/ industry publications
33%	34%	37%	39%	64%

Video usage has increased over time

58% increase since 2018

Video usage over time

Year	Value
2016	61%
2017	63%
2018	81%
2019	87%
2020	85%
2021	86%
2022	86%

Average hours of online video watched per week

Year	Value
2018	10.5
2019	14
2020	16
2021	18
2022	19

YouTube continues to be a leading channel

Which channels do video marketers plan to use in 2022?

Channel	%
YouTube	88%
LinkedIn video	68%
Instagram video	68%
Facebook video	65%
Webinar	46%
TikTok	33%
Instagram TV	30%
Twitter video	29%
Facebook live	26%
Interactive video	17%
Virtual reality (VR)	14%
360 video	10%
Snapchat video	6%
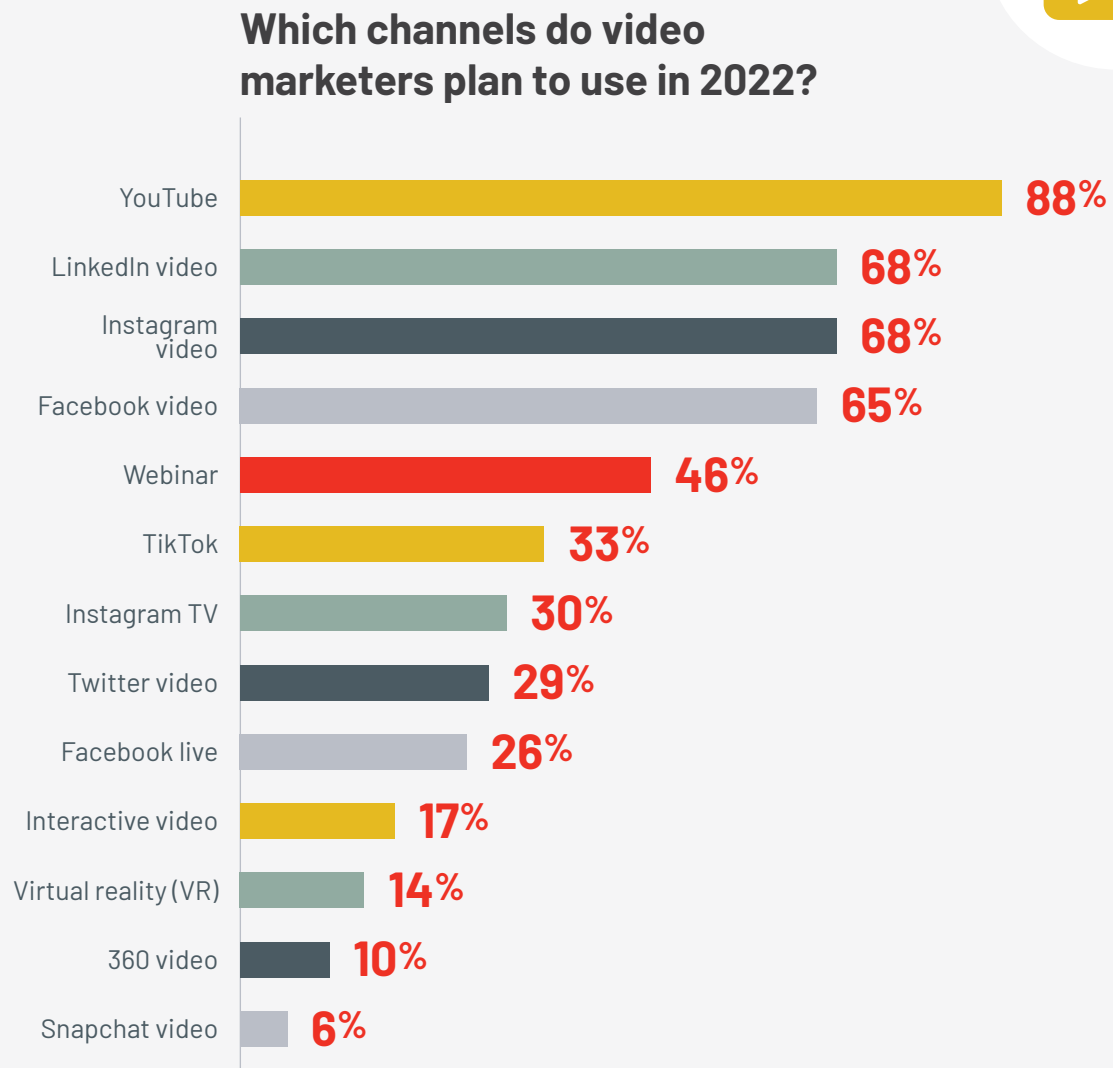
Explainer videos lead the charge

Purpose of videos created

Purpose	%
Explainer videos	74%
Social media videos	68%
Presentation videos	50%
Video testimonials	46%
Video ads	42%
Sales videos	41%
Product demos	40%
Teaser videos	37%
Outstanding customers	29%
Training staff	26%
Video graphics	21%
Customer service videos	20%
App demos	15%
Onboarding new hires	12%

Source: State of Video Marketing Survey 2022. Wyzowl.

Engagement continues

what does **success** look like?

62% — Video engagement
61% — Video views
60% — Leads/clicks
44% — Brand awareness
41% — Customer engagement/retention
27% — Bottom line sales
7% — Other
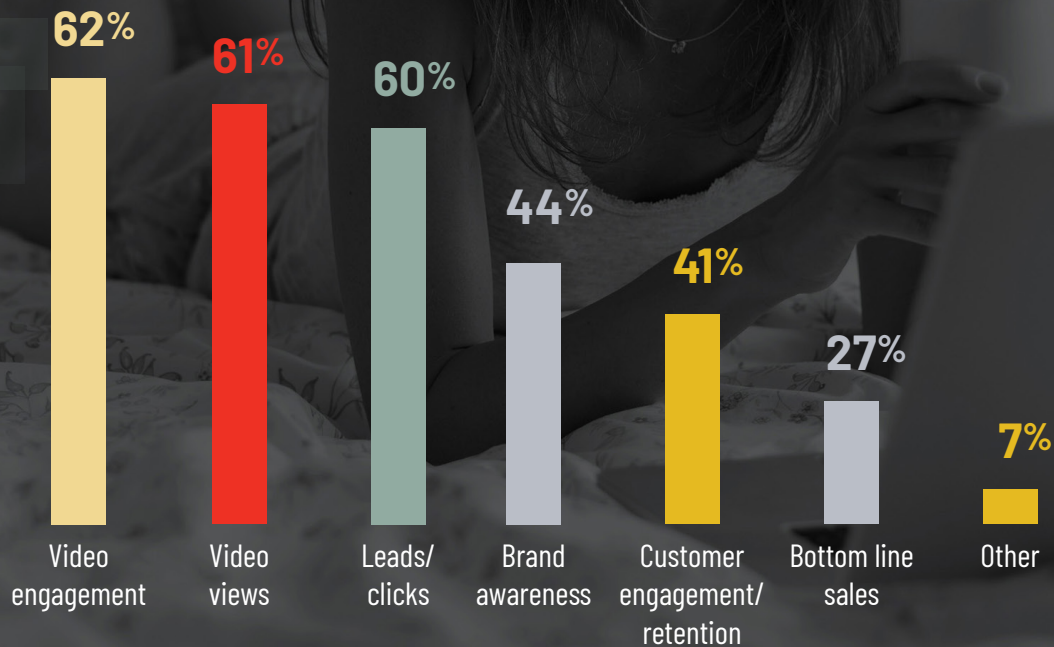
Source: State of Video Marketing Survey 2022. Wyzowl.

15 types of video

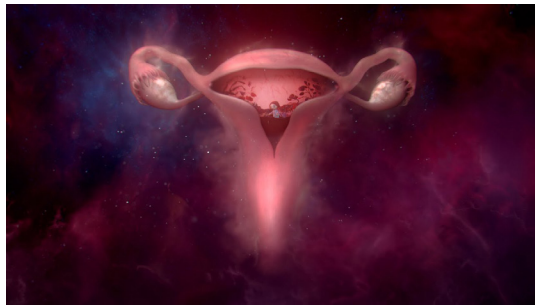|	Definition	Best Use	Examples
Live action	Live recording of people (studio or setting)	■ Tutorials ■ Live action ■ Testimonials ■ KOL/thought leadership ■ How to ■ Public service announcement ■ Product/service ■ Social/cause related ■ Evoke emotion ■ TV spots	my.clevelandclinic.org/patient-stories clios.com/awards/winner/public-relations/spinneys-and-the-lebnese-breast-cancer-foundation/the-bread-exam-117217 clios.com/awards/winner/social-media/google/google-black-owned-friday-115426 clios.com/awards/winner/film/burger-king/confusing-times-113168 skyrizi.com/skyrizi-complete/how-to-inject https://www.youtube.com/watch?v=TULV7ZBbhFs
Animation	Stylized video using illustration	■ Promotional ■ Explainer videos ■ MOA/MOD ■ Bite-sized content ■ Character creation/personification of something	clios.com/awards/winner/branded-entertainment-content/cox-communications/drawn-closer-103096
Whiteboard videos	Depicts someone drawing on whiteboard; use of animation and stop motion	■ Explainer video ■ MOA/MOD ■ Storytelling	https://vimeo.com/717971518?embedded=true&source=video_title&owner=125625530 https://www.youtube.com/watch?v=jhVhRcWNMAc
Motion graphics	Form of animation but text becomes a major component	■ Bite-sized content	https://www.stashmedia.tv/30-days-of-nike-by-feral-child/

15 types of video (cont'd)

	Definition	Best Use	Examples
Stop motion	Animation technique where camera is repeatedly stopped and started, frame by frame, to give figures the impression of movement	▪ Progression ▪ Time lapse	youtube.com/watch?v=-DAOhkHLvkU
Screencast	Recording of your screen to share skills or process	▪ Tutorial ▪ Explainer	https://www.youtube.com/watch?v=Fh6pY89k8_k
Raw/live streaming	Use of mobile device or Zoom to give an authentic feel	▪ Testimonials ▪ KOL/thought leadership ▪ Authentic content	https://www.youtube.com/watch?v=BBPXi2ee3Jk
Photo montage/collage	Use of personal images to tell a story	▪ Testimonials ▪ Patient journey ▪ Authentic content	https://www.youtube.com/watch?v=0peN-HluCXYM&t=34s
Multimedia	Use of more than 1 medium (eg, live action + animation, image + illustration, etc)	▪ Authentic content	vimeo.com/324943668 vimeo.com/252992564 vimeo.com/234993433 clios.com/awards/winner/branded-entertainment-content/essity-bodyform-libresse/wombstories-86635
Green screen	Enables the placement of various images alongside the narrator or speaker to bring the story to life	▪ Tutorial ▪ Explainer ▪ Case study	youtube.com/watch?v=5SBmffo-4rl

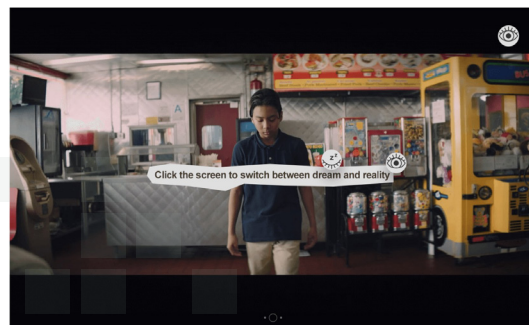|	Definition	Best Use	Examples
Typography	Videos that use numerous forms of type to tell a story	▪ Simple story ▪ Evoke emotion	https://www.youtube.com/watch?v=1e8xgF0JtVg vimeo.com/108113320
The "TED Talk"	Presentation style approach would simply feature talent narrating the story with slides as a visual aid	▪ Simple story ▪ Tutorial ▪ Explainer ▪ Case study	https://www.youtube.com/watch?v=8KkKuTCFvzI
Hosted interview	Think "60 Minutes." This approach would feature a dialogue between talent and an interviewer asking questions to drive the conversation	▪ Authentic content ▪ Simple story ▪ Tutorial ▪ Explainer	youtube.com/watch?v=bNKdlnoAqls
Physician roundtable	Dialogue would be fueled by a panel of physicians discussing the concept. Very organic, authentic, peer-to-peer setting	▪ Testimonials ▪ KOL/thought leadership ▪ Authentic content	vimeo.com/327360551 vimeo.com/567520557
Inner monologue	Single talent and talent's inner voice narrating his/her experiences in real time	▪ How to ▪ Authentic content	trulicity.com/how-to-use

Video formats we're seeing an increase in

animation

https://www.youtube.com/watch?v=JZoFqIxlbk0

short form

COX PRESENTS
DRAWN CLOSER

https://www.youtube.com/watch?v=0ukcZed0GIA

interactive

Click the screen to switch between dream and reality

https://video.eko.com/v/major-lazer?autoplay=true

dynamic

GIRLS WHO CODE PRESENTS
DOJA CAT
W O M A N
Welcome to the first ever codable music video.
This is Planet Her Bish! Which means YOU'RE in control.
You Ready?

https://dojacode.com/

. video

💡 ideas to consider

Myth buster video

idea
create short videos that dispel myths and can provide more awareness and information to customers via an interactive experience.

why this works
quickly dispels current beliefs in the market/category and addresses the truth or facts for an engaging way to communicate disease education. SOUND recently worked on a myth buster video series for PRISTIQ global that helped to address myths associated with depression treatment.

KPI
views, engagement, clicks

PRISTIQ® examples:
https://www.pristiq.ca/
DIN number: 02321092
see page "Understanding MDD" for tiles

TRUTH:
MDD is often caused by the interaction between genetic, biological, or environmental factors. Talk to your family, friends, and doctor so they can support you along your treatment journey.

Projective technique videos

idea
create a series of videos using a creative projective technique, letter writing, in which patients and caregivers write letters to their diseases explaining what it's like to live with them. the patient or caregiver will read their letter on camera while a professional illustrator draws out their story to bring it to life. the juxtaposition between the personal story and illustration makes for a moving video.

alt execution: art therapy

why this works
personal stories are memorable and have a lasting effect on people. rather than learning or reading about a topic, personal stories allow listeners to more easily empathize with the speaker because they apply the personal story to their own lives.

KPI
views, engagement, clicks

BI KRAS Projective Video Example

Zoom roundtable video

idea
hold a virtual roundtable event on Zoom where a moderator or C-suite employee meets with customers who have had a great experience with your company/brand to hear the impact it has had on their lives. the roundtable is recorded and then turned into a moving story/video to share on social media, in email, on your website, etc.

why this works
personal stories are memorable and have a lasting effect on people. rather than learning or reading about a topic, personal stories allow listeners to more easily empathize with the speaker because they apply the personal story to their own lives.

KPI
participation, video views, email open rate

example:
https://vimeo.com/624654783
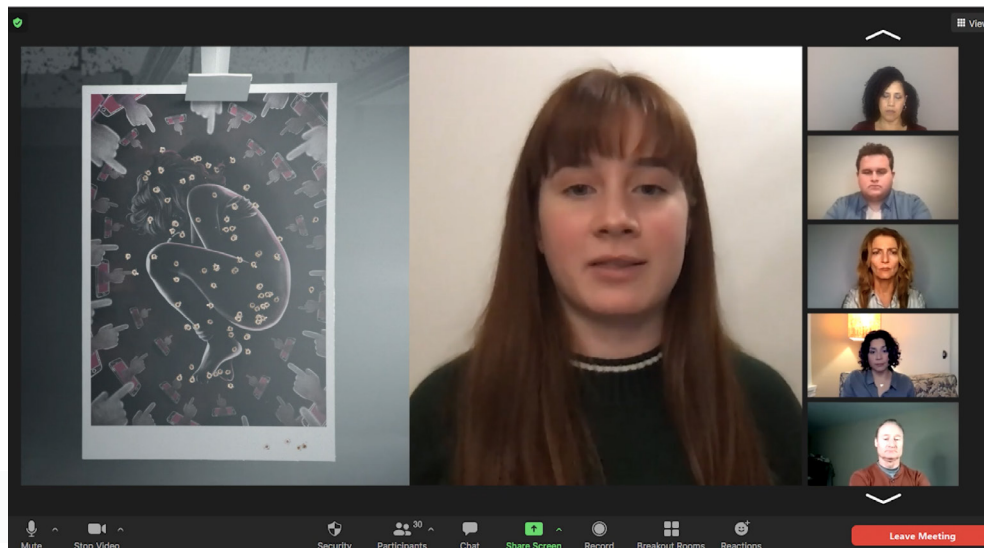
Interactive video

idea
create an interactive video that allows the viewer to choose the direction of the story. as they make choices for the character, they experience scenarios that a patient may experience. social media promotion can drive interest and engagement.

why this works
video hours watched has increased 58% since 2018. videos rank among one of the most desired brand experiences from customers. SOUND has produced numerous videos for our clients ranging from animated videos to interactive.

KPI
downloads, plays, shares, retweets, engagement
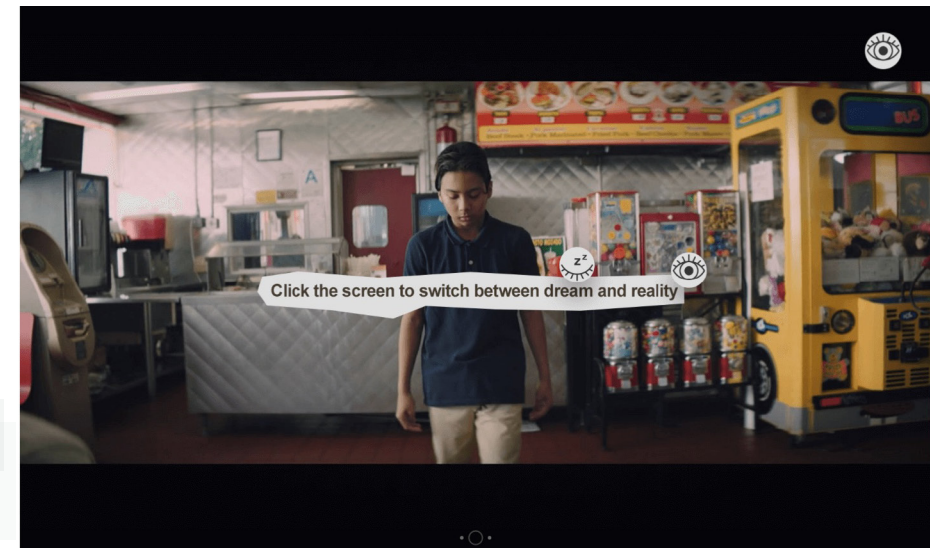
example:
https://video.eko.com/v/major-lazer?autoplay=true

PRINT INNOVATION

VIDEO

KINETIC CONTENT

3D INNOVATION

MACROTRENDS
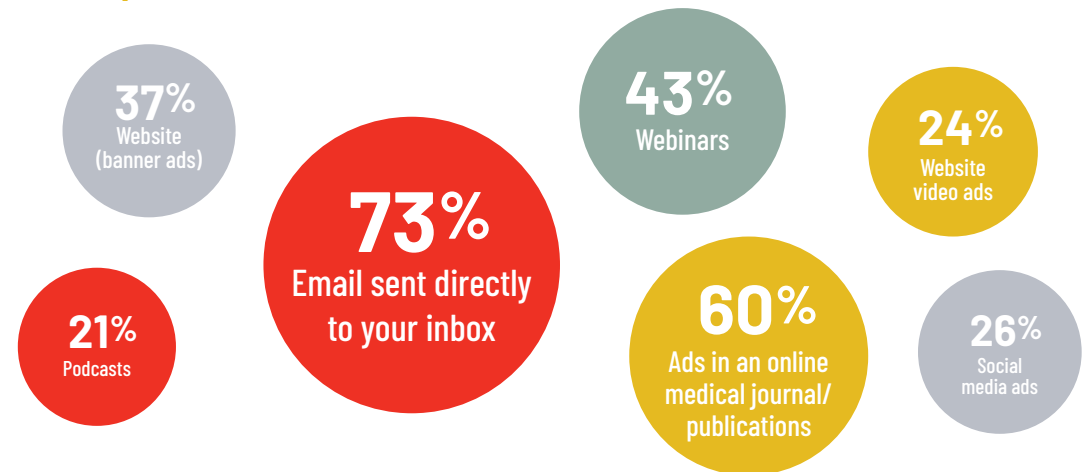
incoming trends
programmatic

Omnichannel approach is key to engaging HCPs

from email marketing to programmatic and social media advertising campaigns, as well as interactive video, webinar, and podcast content, our research shows that a multichannel digital approach is key to engaging the full spectrum of HCPs.

when asked: "Over the last 12 months, have you engaged with any of the following from pharmaceutical and medical device manufacturers?"

responses were as follows:

37%
Website (banner ads)

43%
Webinars

24%
Website video ads

21%
Podcasts

73%
Email sent directly to your inbox

60%
Ads in an online medical journal/publications

26%
Social media ads

Sources: 1. IQVIA Internal Market Research on the Impact of COVID-19. **2.** https://agnitio.com/6-things-marketing-doctors/
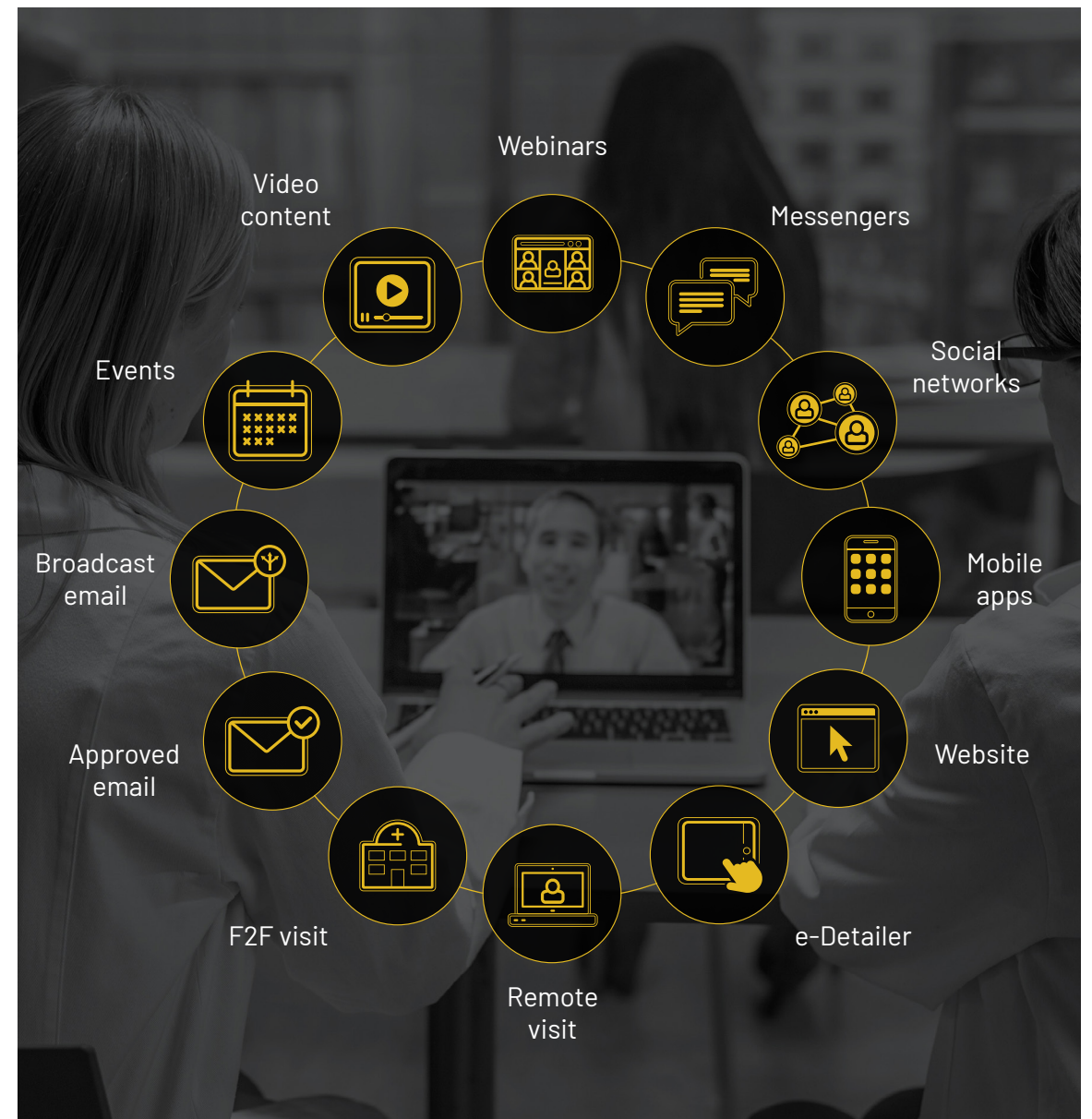
what is **omnichannel?**

A multi-touchpoint tactical plan that considers the customer journey

- an omnichannel marketing plan is a marketing communications plan that integrates optimized marketing channel activity across the customer journey

- it focuses on selecting the inbound marketing techniques, content types, and channels that will drive customer acquisition for defined product categories

- considers all the touchpoints across the whole customer journey (based on insights on the customer)

key messages are appearing simultaneously in different channels

All channels are available to the HCP and cross-connected

- Video content
- Webinars
- Messengers
- Events
- Social networks
- Broadcast email
- Mobile apps
- Approved email
- Website
- F2F visit
- Remote visit
- e-Detailer

Channel list

Experimental

advocacy | roundtable | word of mouth | influencers

gaming | congresses | speaker presentation

Digital

websites | social | podcasts | video | retargeting

white paper | webcast | display media | SEO/SEM

Direct-to-home

direct mail | direct-to-home | television

streaming services | radio | outdoor advertising | PR

Rep delivered

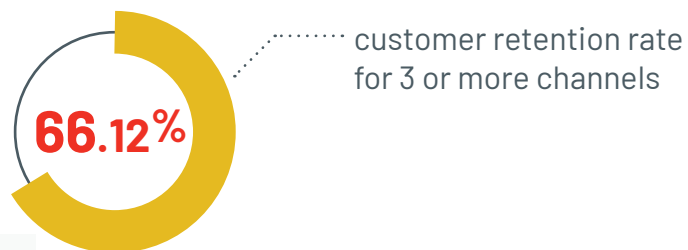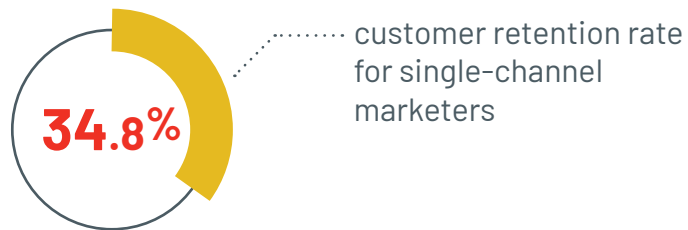email | Veeva iPad | lunch and learn | reprint carrier

print | publication reprint

More channels = higher customer retention

marketers using
3 or more channels
in campaigns earn

90%

higher customer retention
than those using
single-channel campaigns.

34.8% ········· customer retention rate
for single-channel
marketers

66.12% ········· customer retention rate
for 3 or more channels

Wins you get with omnichannel

interact with target
audience via channels
they prefer

increase consumer
engagement
and conversation

reduce customer
acquisition costs

deliver relevant content
to the target audience

PROGRAMMATIC

PRINT INNOVATION

VIDEO

3D INNOVATION
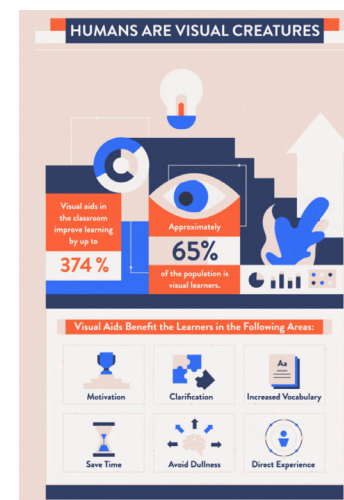
MACROTRENDS

incoming trends

kinetic content

interactive magazines/detailers

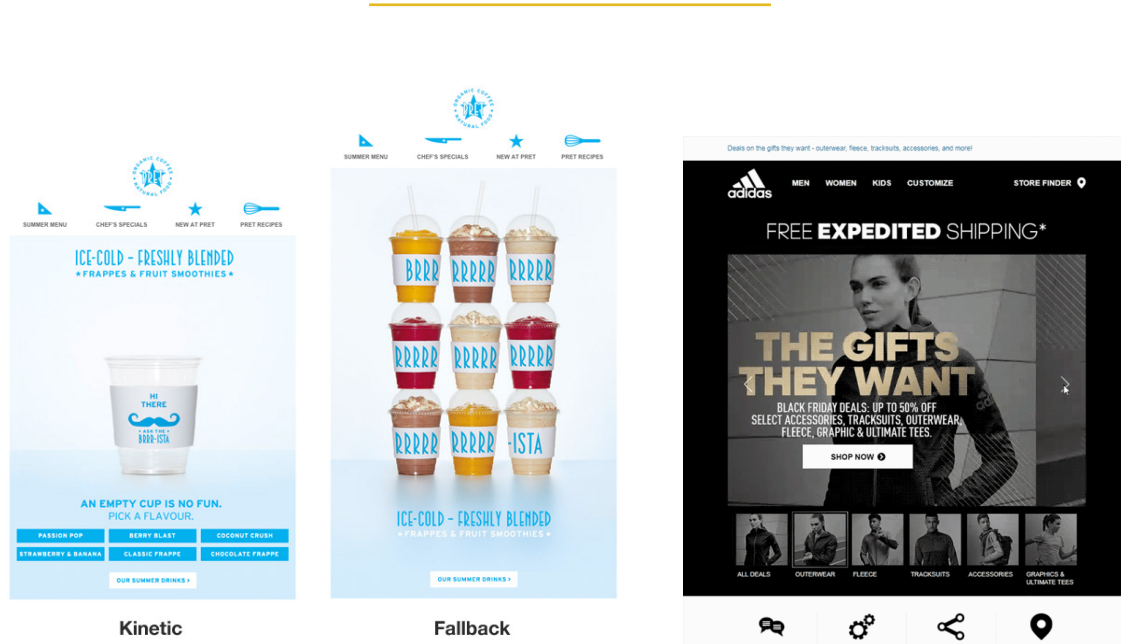## interactive infographics

surveys and polls
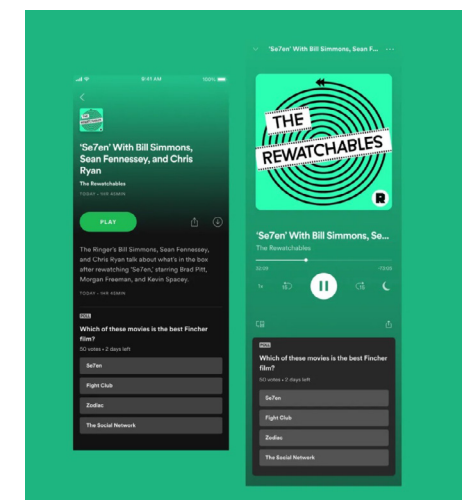
Trends we're seeing (cont'd)

kinetic emails

Kinetic

Fallback

Movement (kinetic) is a major new element in design

1
rich visual experience

creates high-impact content via UX-based design to anticipate the end user

2
rich user interaction

buttons and functions that allow the user to explore

3
website-like experience

the inclusion of digital elements and responsive content (interactive navigation buttons and collapsible menus) provide rich user interactions

Creates an entertaining way for users to interact with your brand/offering via exploration which leads to excitement

kinetic content

💡 ideas to consider

FlippingBook

web-based service for creating interactive booklets. customizable publications that can be shared as a direct link and tracked for content performance

FlippingBook

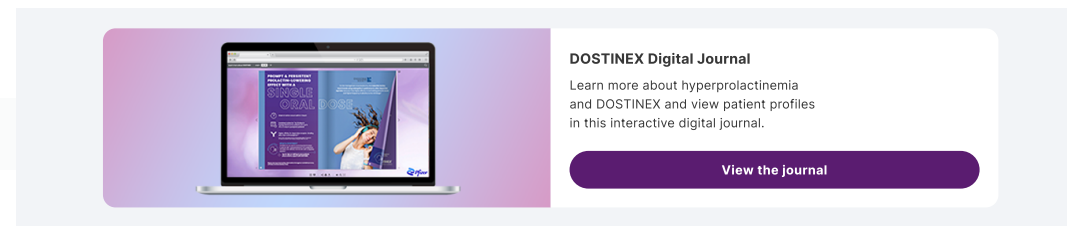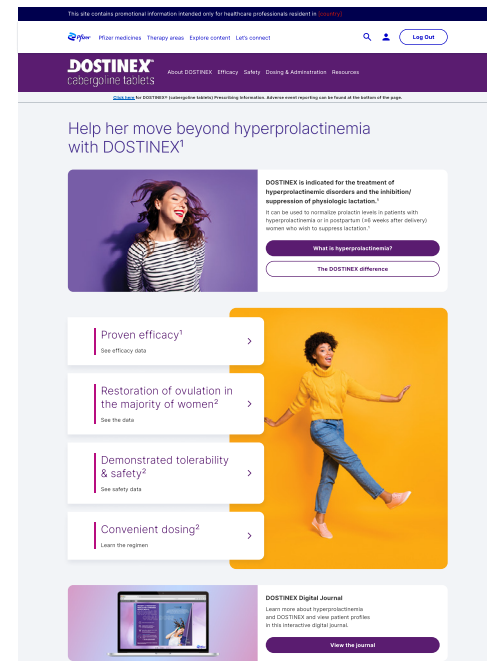FlippingBook allows you to create interactive booklets. it has features that allow you to:

- embed video
- embed audio (audio saved as a video file)
- embed GIFs
- create pop-up images
- create jump links within the documents
- create external links to websites
- protect the file with a password
- capture data/leads (eg, email, phone number, affiliation, country/origin)

How it's shared

the interactive booklet is housed on the FlippingBook website and can be accessed from any location since it's via the web

- the booklet is accessible on any device: desktop, tablet, or smartphone
- a custom URL can be created for your brand (eg, YourBrandName. FlippingBook.com)
- it is shared via a link that can be embedded into emails
  – will direct the customer/user to the FlippingBook website or custom URL
- for websites, the FlippingBook can be featured as an image with a button that will link out to the FlippingBook website

Example

examples:
https://flippingbook.com/presentation-examples

Visme

web-based service that helps you create interactive content. customizable content can be shared as a direct link, HTML code, or iFrame and tracked for performance


Visme allows you to create interactive content. it has features that allow you to:

- experience animation in a parallax way
- embed video
- embed audio
- embed GIFs
- embed websites
- link out to external websites
- protect the content with a password (if needed)
- capture data/leads (eg, email, phone number, affiliation, country/origin)

Visme content

various content capabilities, but we're focused on interactive infographics and 1-page sell sheets

- interactive infographics
- interactive 1-pagers/sell sheets
- social media graphics
- wireframes
- white papers
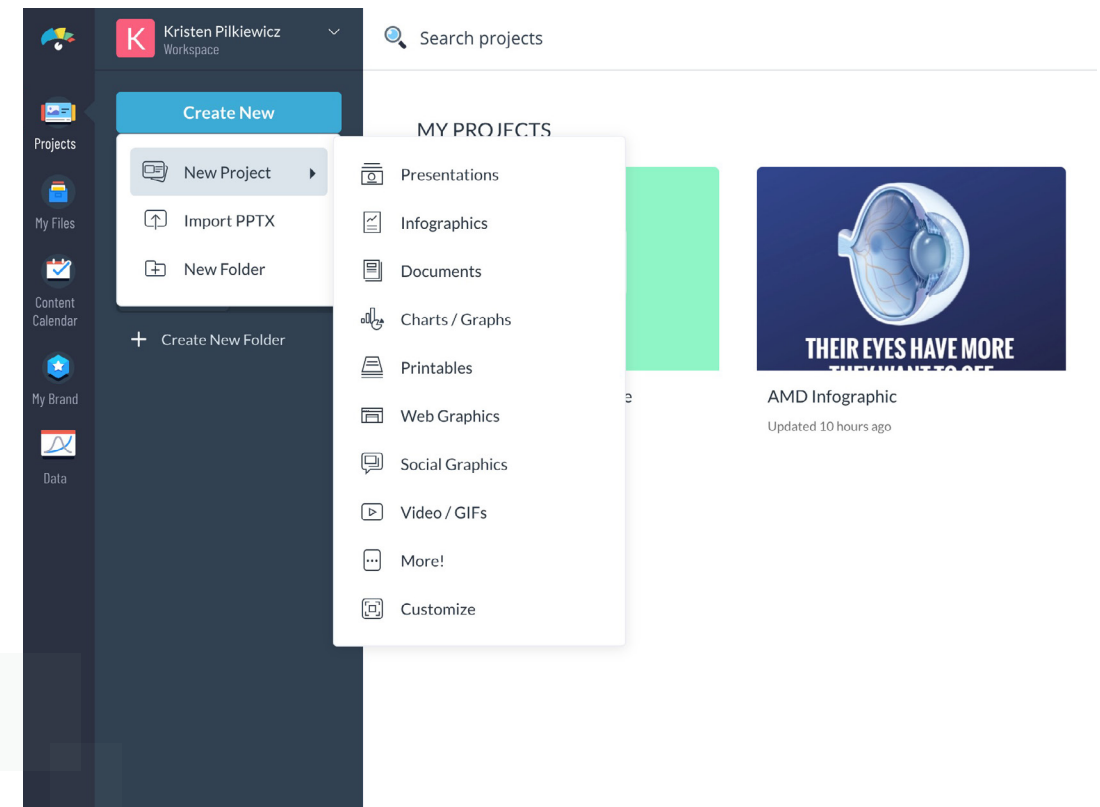
How it's shared

- the interactive content can be housed on the Visme website and can be accessed from any location since it's via the web
- content is accessible on any device: desktop, tablet, or smartphone

links

- a custom URL can be created for your brand (eg, PremarinVC.visme. com)
- it is shared via a link that can be embedded into emails or websites – will direct the customer/user to the Visme website or custom URL

HTML code or iFRAME

- code is provided for content that is created
- can be embedded in HTML code or placed in an iFrame
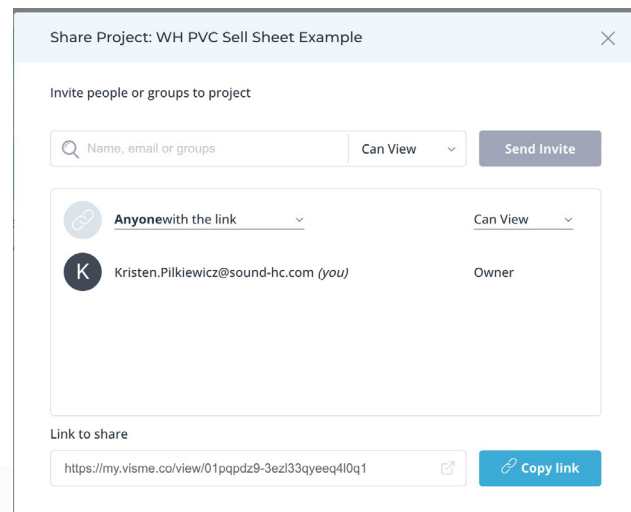
Visme infographic

incoming trends
print innovation
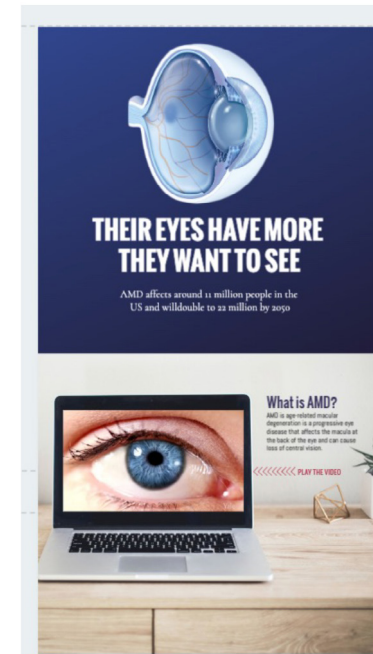
PROGRAMMATIC

VIDEO

KINETIC CONTENT

3D INNOVATION

MACROTRENDS

elnk

idea
elnk is a patented electronic ink technology that is used to create Electronic Paper Products. elnk products can produce images, text/copy, or animated scenes and can flash for up to a year on small batteries. elnk technology offers long-term flashing, wide viewing angles, multiple images in one ad space, and excellent quality under all lighting conditions.

why this works
captures the attention of passersby and provides simple animation.

KPI
engagement, purchase

Source: Americhip

examples:
https://www.americhip.com/e-ink/

Video in print

idea

video in print elevates print brochures, leave behinds, mailers, and any print content via the inclusion of a slim, LED video screen. buttons within the print can activate chapters within the video to align messaging with the action.

why this works

video in print is considered a premium piece that wows customers. the combination of video and print makes for a more engaging piece.

KPI

engagement, purchase, rep follow-up/ customer call

Source: Americhip

Audio detailers

idea

embedded audio elevates print brochures, leave behinds, mailers, and any print content via the inclusion of small speaker/s with recorded content. buttons within the print piece can activate different recordings to align messaging with the action.

why this works

embedded audio is considered a premium piece that intrigues customers to want to press and play all the recordings to hear the information. the combination of audio and print makes for a more engaging piece.

KPI

engagement, purchase, rep follow-up/ customer call

Source: Americhip

AR detailer

idea
by using AR (augmented reality) technology you can transform a print piece into a virtual experience. the end user will use their mobile device (phone or tablet) to interact with the AR experience to explore your brand/offering in a new way.

why this works
this idea provides HCPs a unique opportunity to hear from an expert in a technologically advanced and engaging way. via AR, 3D renderings give the illusion of the KOL speaking from on top of the printed piece or standing in the room. partnering with a well-known KOL lends credibility to the brand since HCPs tend to consider their peers good sources of information.

KPI
engagement, views, downloads
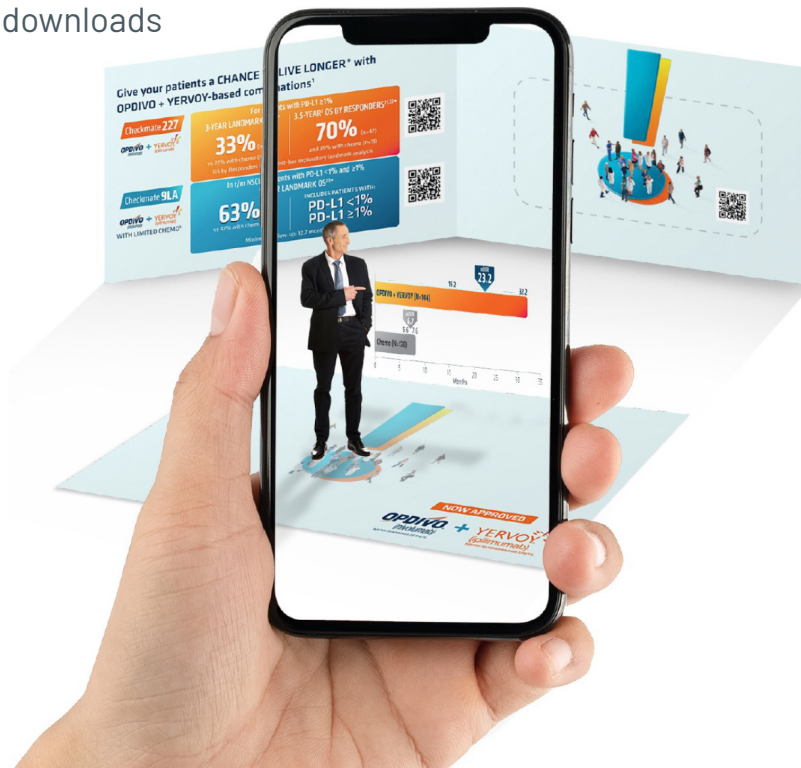
PROGRAMMATIC

PRINT INNOVATION

VIDEO

KINETIC CONTENT

MACROTRENDS

incoming trends
3D innovation

HYPERVSN

idea
HYPERVSN is an amazing 3D holographic technology that wows audiences and generates buzz, foot traffic, and excitement. whether as a solo unit or a multi-unit large array, HYPERVSN generates a 3D holographic, floating array of colors and images. perfect for trade shows, live events, and retail and office settings.

why this works
captures the attention of passersby and can provide key messaging in an engaging way.

KPI
engagement,
rep follow-up/
customer call

examples:
https://www.americhip.com/hypervsn/

Hologram technology

idea
the EPIC and M hologram technology allow you to transport any live person (KOL, HCP, patient) to the container of your choice (EPIC [large] or M [mobile display]). recordings can be live and done from anywhere in the world to allow the "talent" to interact with the person.
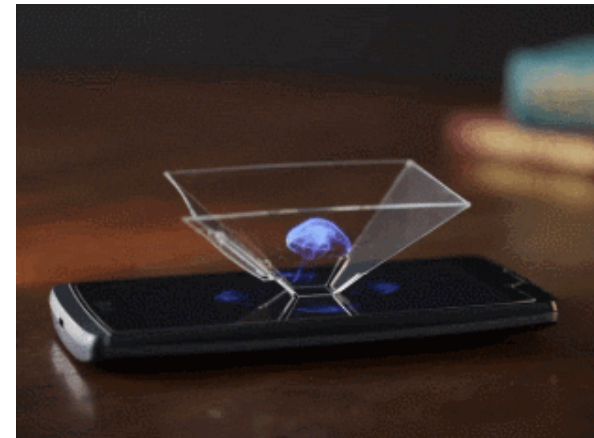
why this works
captures the attention of passersby and can provide a personalized experience with the talent.

KPI
engagement

EPIC hologram booth

handheld hologram

M hologram (mobile display)

examples:
https://www.protohologram.com/

summary

Our world is getting increasingly more immersive

Experiences are becoming richer and more interactive
- blending reality with virtual
- layering technologies on top of one another

Mixed reality is creating a push toward mixed content
- print with a digital feel and kinetic content

Video continues to dominate as a key form of advertising to HCPs
- its various forms offer engaging ways to connect

Omnichannel is here to stay
- full immersion in content and experience is required to meet your target where they are

sound | HEALTHCARE
         COMMUNICATIONS®
         ideas that resonate

thanks!

for more information contact:

RYAN PERKINS

managing partner (client services)

✉ Ryan.Perkins@sound-hc.com
📱 917-239-0312