

“  
WE BELIEVE THAT  
**GREAT PR**  
SHOULD CREATE  
SUSTAINABLE  
COMPETITIVE EDGE  
”

## AT A GLANCE

### MARCOM SERVICES

- Messaging frameworks
- Brochures & case studies
- Whitepaper creation
- Webinar content
- Infographics & social

### KEY BENEFITS

- Pharma market expertise
- Versatile support
- Content research skills
- Graphic design abilities
- Top-tier copywriting



"EvokedSet provided a highly skilled and valued contribution to our regulatory technologies and services marketing programmes – leading the creation of quality, effective content. We very much considered EvokedSet a core part of our global marketing team."

### MIKE LANGE

Marketing Lead & client contact

## STRATEGIC CONTENT FOR GLOBAL LIFE SCIENCES LEADER

Quality Content Creation For Fortune 500  
Pharma Solutions Powerhouse

### STAND-OUT MARKETING

EvokedSet provided expert content creation services to a global pharmaceutical solutions company specializing in distribution, commercialisation and logistics for healthcare products and services worldwide.

Over the course of a multi-year project, EvokedSet led the delivery of high-quality, specialist content – supporting marketing programmes across the regulatory products and services division, which spanned Regulatory Affairs and Quality Management & Compliance (QMC) to pharmacovigilance.

### BUSINESS IMPACT

From devising strategic messaging frameworks to generating brochures, webinar content and whitepapers – from research to completion – EvokedSet helped to communicate this global brand leader's depth and breadth of expertise to its biopharmaceutical customers worldwide.

### BENEFITS

#### Director-Level Support

Our PR services are delivered by highly experienced marcoms experts who know how to get results.

#### Sector Experts

We are B2B experts, with extensive expertise in life sciences markets – from biotech, medtech and healthtech to medical devices and diagnostics.

#### Outstanding content creators

We are content strategy specialists. We are easy to brief and pride ourselves on delivering pitch-perfect copy – first time and every time.

#### Cost-effective and right-sized

Our integrated marcom campaigns create a compelling narrative, driving growth and success for start-ups, scale-ups and global brands.