

Crohn's and Colitis Foundation

Educational Health Videos

When medications are a big part of life, it's important to know the facts.



The challenge:

Doctors don't always go into detail about the medications they prescribe you. Crohn's and Colitis Foundation wanted a place where patients and caregivers could easily find explanations of the most common medication types without putting the viewers to sleep. Rather than long lists of text, they needed a video to make it quick and easy to take in.

The solution:

This five-video series covers: how it works, why it may be helpful to you, and major side effects... all within 60 seconds. Plus, with the similar textured style, it helps to build a cohesive collection while also maintaining viewer's interest to keep them watching.

Client:
Crohn's and Colitis Foundation

Style:
Animation