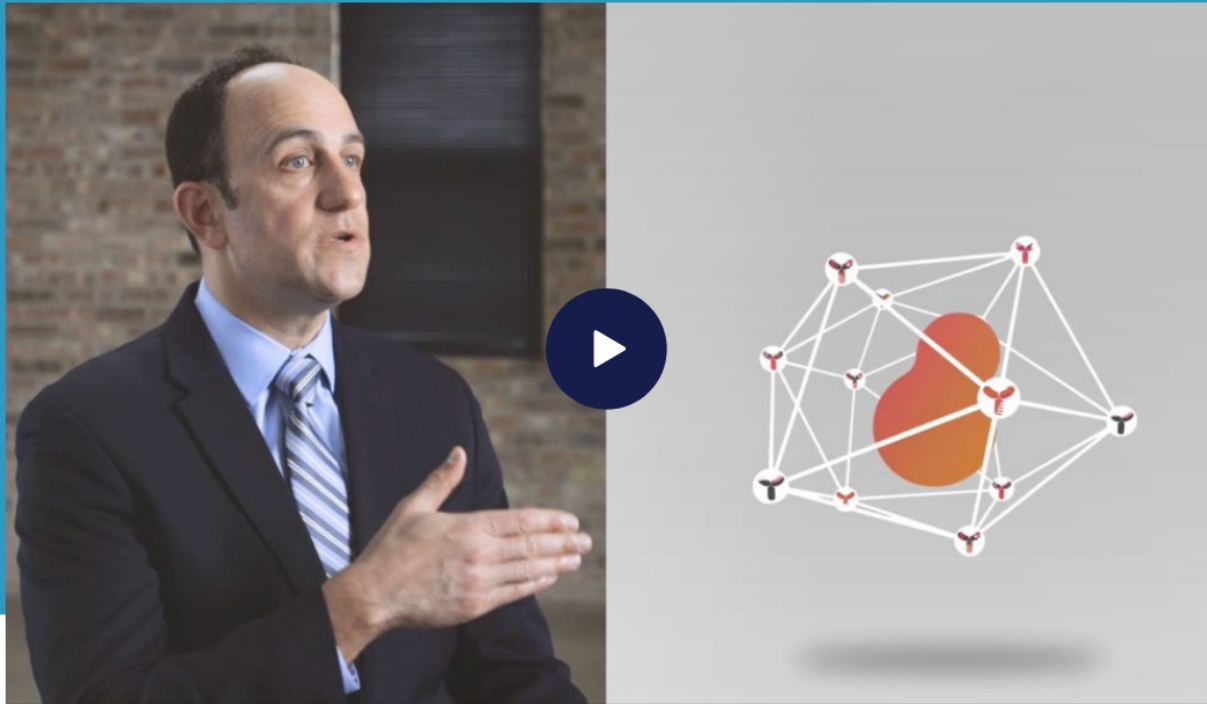


Crohn's and Colitis Foundation

Educational Testimonial Video

Not all testimonials need to be strictly live-action. In this video with Dr. Rubin with the Crohn's & Colitis Foundation, we used animation to further illustrate what he's teaching for increased impact.



The challenge:

Biosimiliars are a hot topic in the medical world as they just recently have been FDA approved in the United States. As it becomes more prevalent as a treatment, it was important to have a video to introduce the topic to patients and caregivers so they could get an understanding of what biosimilars are versus biologics. Bonus! It also provides patients with some understanding of what they should ask their doctor or watch out for from their insurance when the switch happens.

The solution:

We talked to a knowledgeable resource, Dr. Rubin who advises Crohn's and Colitis Foundation regularly. The topic can get a little deep so rather than having just a talking head, we added animation to help abstractly show how the medicines are similar, but different.

Client:
Crohn's and Colitis Foundation

Style:
Live-Action/Animation

Length:
2:11