

CASE STUDY: Vaccines



 THE COMPANY MODERNA

 THE PRODUCT mRNA-1273, a COVID-19 mRNA vaccine



THE PROBLEM

- MOA difficult for some people to understand
- Existing PP slide graphic felt not to be sufficient to create deep understanding of MOA
- Need to communicate clearly that mRNA vaccine does not affect DNA
- FDA presentation upcoming

- Development of voiceover narration script
- Development of storyboard
- Design, direction, and production of 1-minute 2D animation with voiceover narration

THE SOLUTION



Click image to enlarge

2D ANIMATED VIDEO



THE RESULTS

- Video was rapidly produced in time to be used for FDA Emergency Use Authorization meeting
- Client expressed high satisfaction with the video
- Video is a critical educational resource to generate deep understanding both internally and externally of mRNA COVID-19 vaccine technology

For more information,
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