Storytelling in the pharma industry

5 key elements of effective stories

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1. Clear messaging

- Keep the story **simple**, from start to finish

- Plot: 1 conflict and 1 resolution

- **Show, don't tell!**

❌ Saying "Our arthritis drug reduces joint stiffness..."

✅ Story about grandma that says "she'll be back to knitting in no time."

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2. Relatable characters

- The characters need to **display and evoke human emotions**

- They can be the same as your target audience, but also inanimate objects

Eg. "Mr Strawberry is too sick to play with Strawberry Junior"

HELP ME!

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3. Authenticity

- Base your story around a **real** issue or conflict

- Research what your audience is up against

- Focus on **how your product solves** that issue

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4. Conflict

- What your character must **overcome**

- It can be symptoms, risks, misinformation...

- It helps to build an **emotional connection** and stay **memorable**

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5. Resolution

- The solution presented to your character to **resolve the conflict**

- Eg: medicine to purchase, correct info for a HCP…

- This resolution drives **action**

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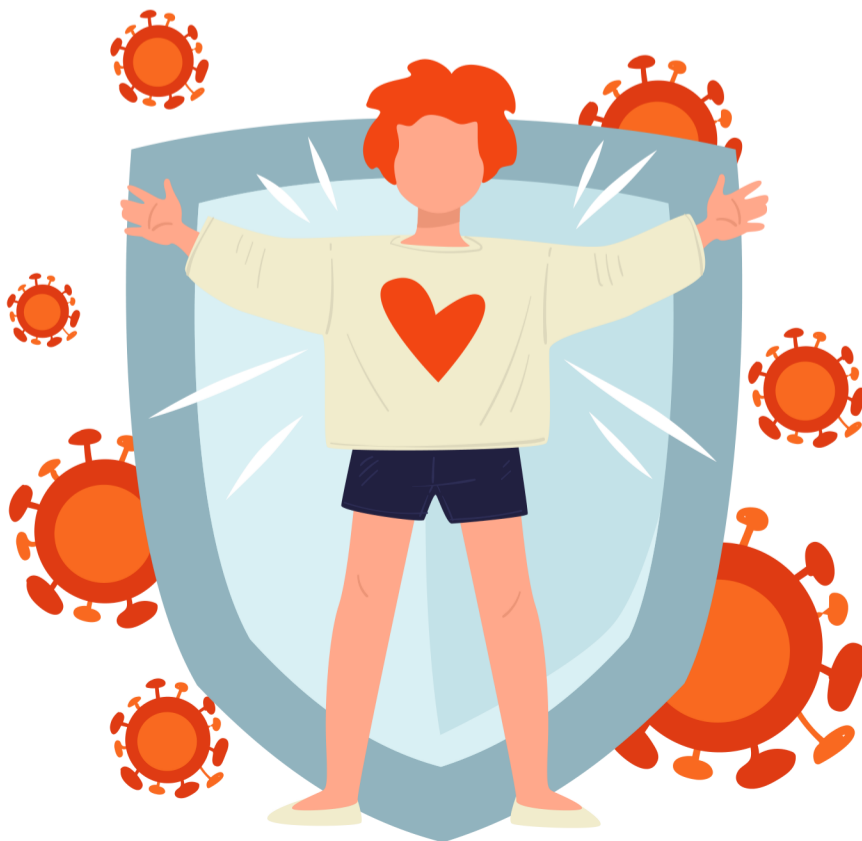
In summary...

Your story must be simple, with 1 genuine conflict identified and 1 solution to resolve it.

In the story, the characters take action and find a solution to overcome the conflict. Your audience must relate to these characters and feel for them, in order to do the same.

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That's a wrap!

Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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