



From Scratch to Hatch -
Video Creation & Marketing
works wonders for DDREG
Pharma, resulting
in **650+ projects.**



Business & Background

DDReg is a US-based service organization that provides regulatory pharmacovigilance consulting services to the global pharma industry. They also have a presence in Mumbai, Hyderabad, and Gurgaon.

- + Increase Business awareness and segmented promotion to the target audience.
- + Educate new audiences about their professional services.
- + Promote their speaker's credential, women entrepreneur "Neeti Pant" to show their industry expertise.

Project KPIs

Tasks & Challenges

- + The reference visuals received from the client's end were of poor quality.
- + Not many people knew about the brand and its services.
- + They weren't sure of their preferences regarding video quality and specifications.

- + Devised the top notch video marketing services from scratch to hatch, by following this process:
 - Script Writing
 - Graphic Creation
 - Storyboard
 - Voice Over
 - Final Delivery
- + Curated killer content strategy to make videos more engaging.
- + Managed YouTube campaigns to increase brand awareness and maximize the reach.



Results

- + Leveled them up by escalating them to **650+** projects.
- + Took them up a notch with the growing clientele, they now have **75+** clients.
- + Increased brand awareness and built trust in the target audience.
- + Publicized their expert credentials by maximizing the visibility of the video.

“The T. Script development was crisp & to the point, The VO is sophisticated, all points of DDReg & its services fall at the right time, and the right place, & overall look & feel is in line with our official color scheme.”



Client's Feedback

Increased conversions for their business,
resulting in **75+ clients** for them.



75⁺
Clients

12⁺
Year of Experience

650⁺
Projects





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Contact Us!