



NXT GENERATION



AVIGAN

From concept to delivery

A NXT GENERATION CASE STUDY

UNDERSTAND, LEARN & SEEK

Goals, challenges

AVIGAN's goal was simple: raise £2.6 million in six months. To do so, AVIGAN would need to attract investors. We recognised that the company had an amazing product and a sound internal infrastructure, but it had no website, no logo and no content. Put simply, AVIGAN lacked a brand identity, which prevented the company from engaging with investors.

As such, we decided to implement a content marketing strategy to build AVIGAN's identity, and to raise awareness of a medical product capable of transforming the world.

What's the Opportunity?

We were given the opportunity to find the most efficient route towards achieving AVIGAN's goal.

We were fortunate to work with a great medical company – displaying the ability to change the lives of millions around the globe – to showcase their product in the best light through a collaborative and innovative marketing strategy.

How?

- Zoom call meeting
- Questionnaire
- Brand Audit
- Proposition established



“ We recognised that the company had an amazing product and a sound internal infrastructure”



What really matters

Following on from an initial call and a series of questionnaires, we were able to gain a deeper understanding of the company and their ambition behind the product. We listened and observed in order to grasp what really mattered to the team, what they stood for and how they wanted AVIGAN to be recognised.

Solid foundation and concept

From this learning and subsequent creative exploration, we created a series of directions for AVIGAN's visual identity that could support its values and proposition.

These directions not only acted as a base for us to build ideas on, but we had also created and developed a 'personality' for the product.

This meant we could start to develop and shape a vision for AVIGAN that could underpin all future actions, strategy and planning for the product.

How?

- Brand direction established
- Logo design and brand identity created

TELL THE STORY

Saying it Right

Having received information and data from AVIGAN, we were tasked with creating a narrative for the product.

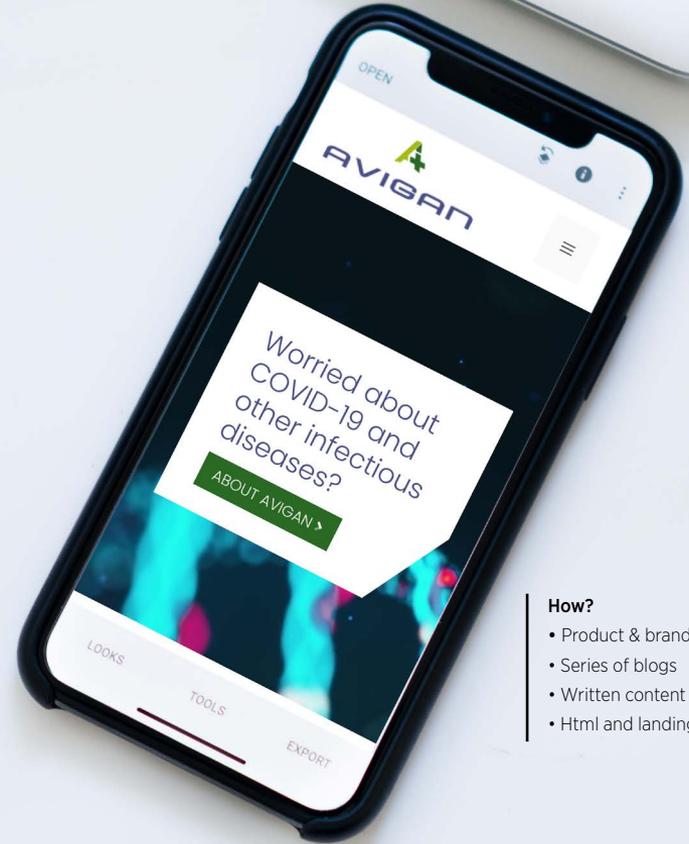
We were responsible for explaining the benefits of the product using data from medical trials, so that investors could appreciate how revolutionary the product was. In essence, we built the company's profile to enable AVIGAN to get noticed around the world.

Solid Foundation and Concept

Using our understanding of AVIGAN's background, we ensured that our content emphasised the company's message – to protect the world through AVIGAN, a revolutionary antiviral drug capable of treating COVID-19 patients. It was important for us to build upon this concept in an empathetic manner, given that there was widespread anxiety and panic concerning COVID-19 at the time.

What's the Opportunity?

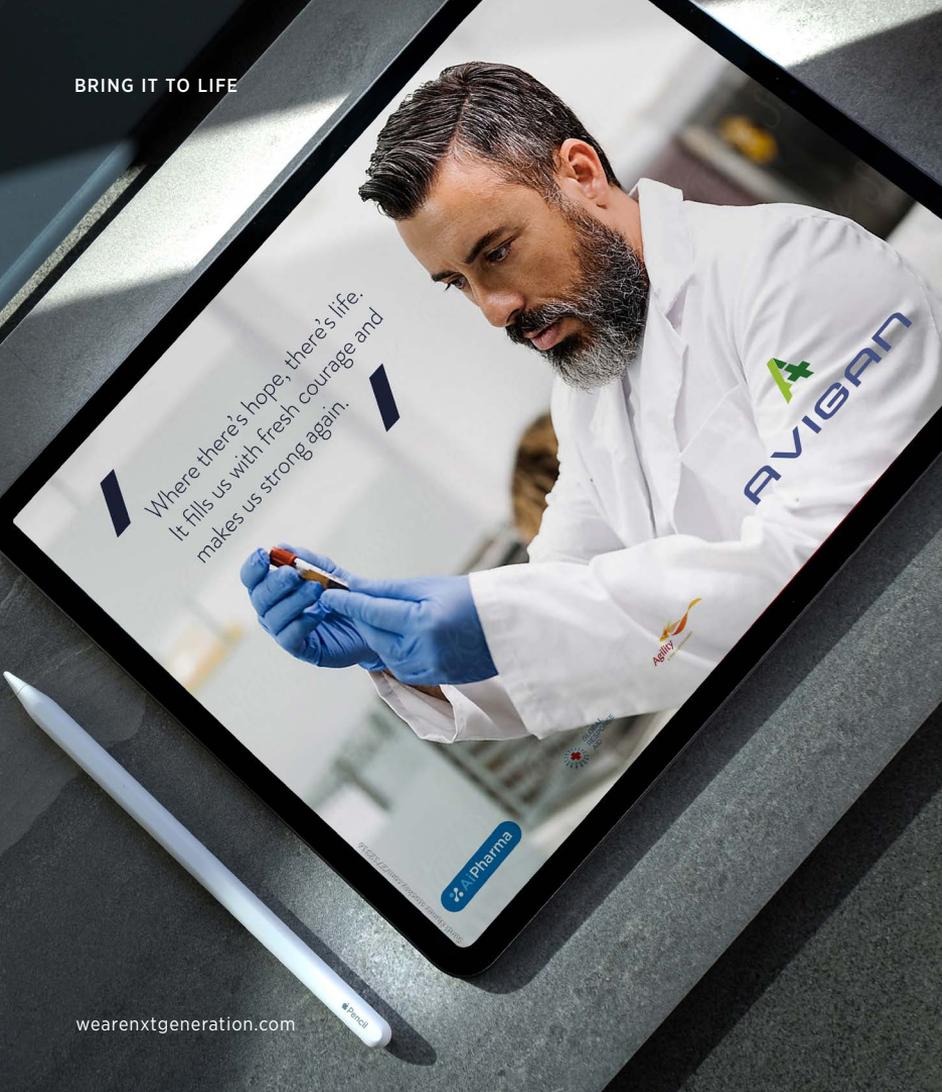
This situation gave us the opportunity to create a consistent and impactful message for the client, one that would align with the company's foundations and future aspirations. The opportunity then transformed into a subsequent chance to showcase this message through a brochure and an array of website content (such as blogs), in order to appeal to investors.



How?

- Product & brand script
- Series of blogs
- Written content creation
- Html and landing page

BRING IT TO LIFE



Social Media Content

As with many social media campaigns, it was important to produce fun, engaging and concise content. We decided the best method would be to produce animated video content which would highlight the benefits of AVIGAN. To produce this content, we designed video scripts and animated scenes to express what AVIGAN was about and how AVIGAN could help the world.

The Website

The website was compartmentalised to highlight different areas of the company. Some areas discussed the company's history and partnerships whilst others focused on the product's strengths and advantages over competitors.

An area of the website was also dedicated to a blog, which would provide a deeper insight into AVIGAN. Despite the pages having slightly different purposes, a central message was clear throughout: AVIGAN is revolutionary.

How?

- Main website
- Brochure
- Social Media content plan
- Animated video
- Investment lead generation with email marketing

What's the Opportunity?

With the company's message in place, this stage of the project gave us the opportunity to promote AVIGAN's message and product across a multiplicity of platforms, in an accessible manner, so that the company had the best chance of being discovered by the right investors

We are here.

We are NXT Generation

Let us be your creative and strategic partner
to help grow your business and take it to
the next level.



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