STRATEGY

STORY

GRETCHEN SLAPINSKY

Creative Director

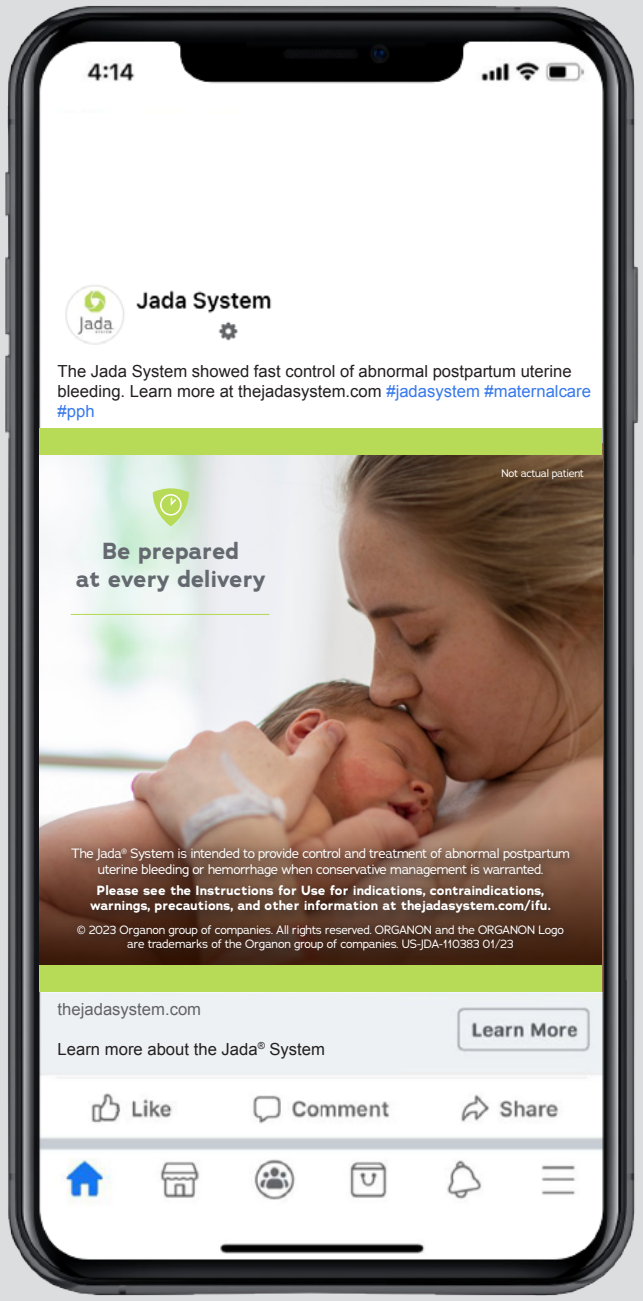
PEOPLE

THE JADA SYSTEM

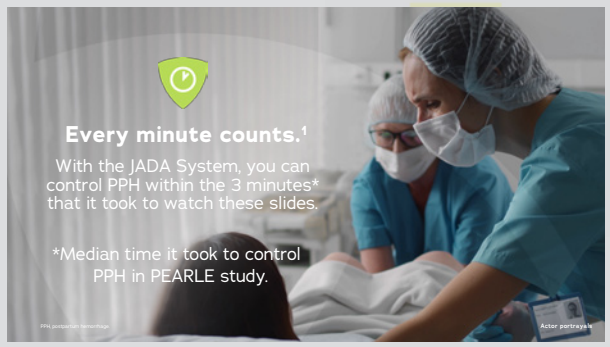
New postpartum hemorrhage treatment device awareness & adoption

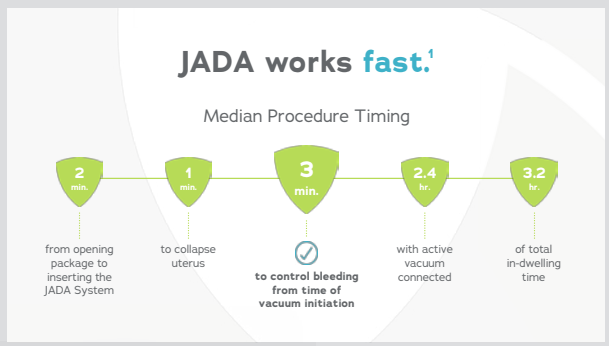
Developed the campaign strategy and directed a team of designers and content developers through execution.

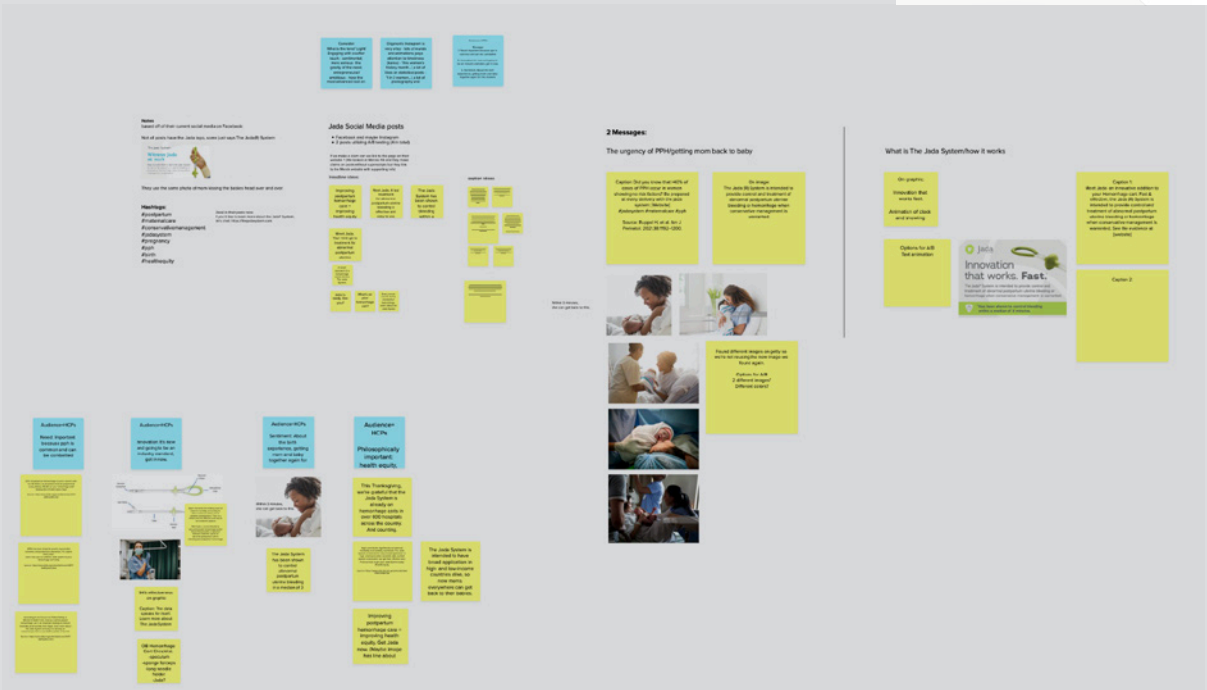
Reach: L&D health care providers, U.S. hospitals



Tap to view animation





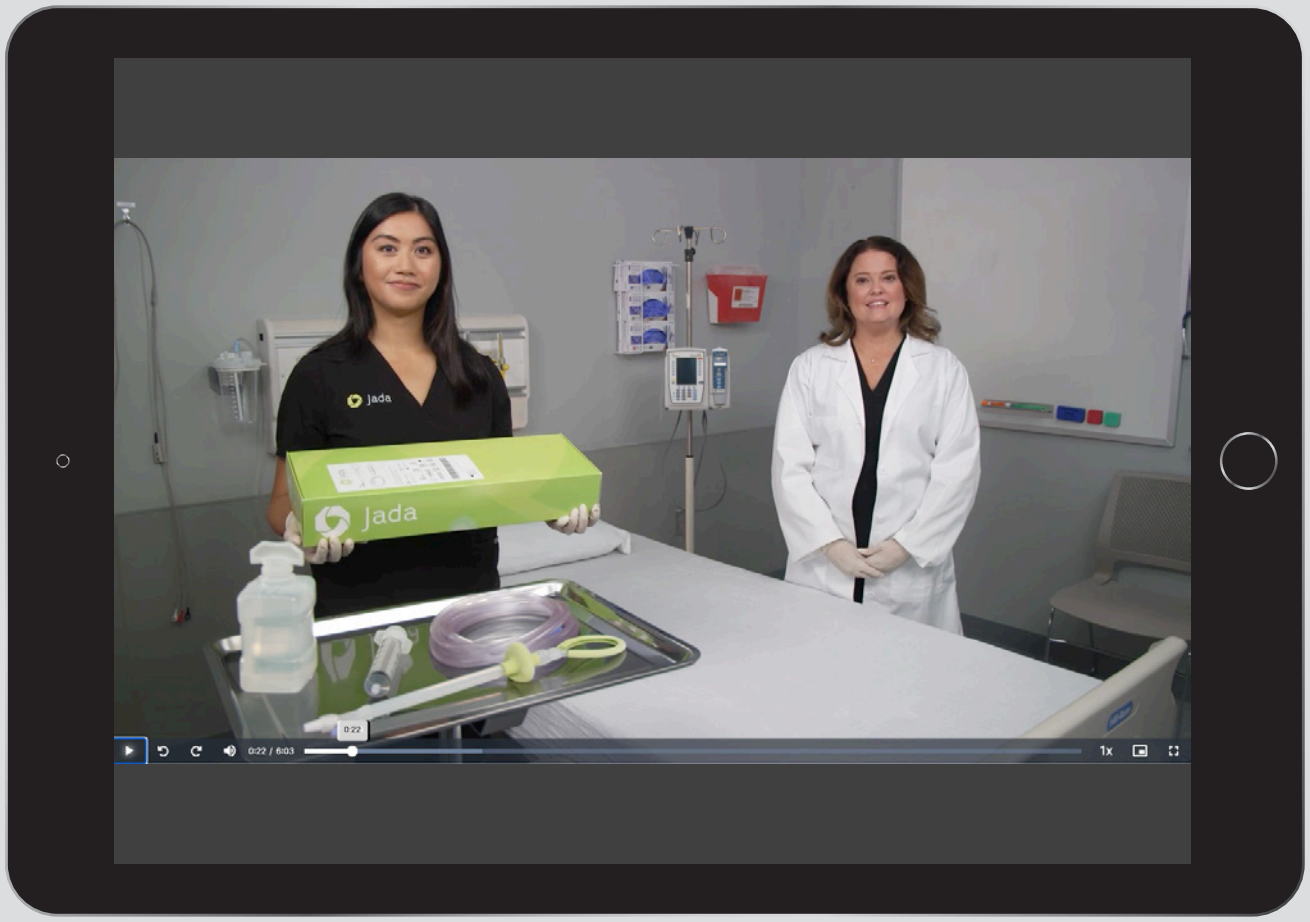


THE JADA SYSTEM

New postpartum hemorrhage treatment device awareness & adoption

Produced the video in collaboration with the client's medical expert; led hiring and management of the director and crew; and oversaw account management and art direction.

Reach: L&D health care providers, U.S. hospitals



Tap to view video

02:00–02:17

Scene Description

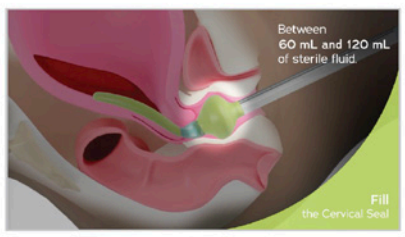
Actor focus on regulated wall suction, connect tubing, and occlude tubing.

9

Script:

Next, connect a vacuum canister and 12' of standard vacuum tubing to a regulated vacuum source. With the end of the tubing occluded, set the regulated vacuum source to 80 millimeters of mercury plus or minus 10 millimeters of mercury.

02:50–03:10



Scene Description

Actor fills cervical seal. Transitions to animation to show filling action in detail.

14

Script:

The seal valve should be oriented at either 3 or 9 o'clock. Fill the Cervical Seal with between 60 and 120 milliliters of sterile fluid.

04:38–04:47

Scene Description

Actor confirms uterus is firm with hand on uterus model and removes JADA.

22

Script:

If bleeding remains controlled and the uterus remains firm, remove JADA slowly while supporting the uterine fundus.

NY PHARMACY SOCIAL CAMPAIGN

Vaccination in the pharmacy

Partnered with the client to shape the creative brief. Directed five writer/art director teams during concepting. Guided the final concepts through to execution.

Reach: Adults in New York state who are active vaccination acceptors

Tap to view animation

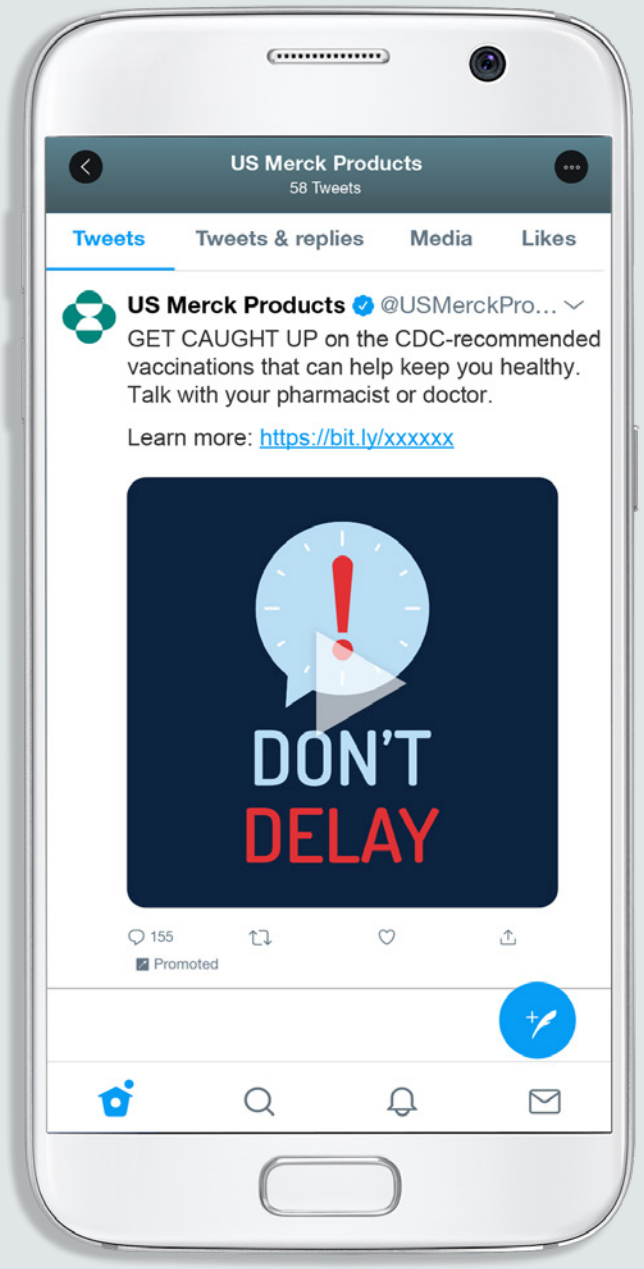
Tap to view animation

PATIENT CAMPAIGN

Vaccination in the pharmacy

Partnered with creative director of copy to develop the concept. Led the design team through execution.

Reach: National platform integration; 9+ million adults



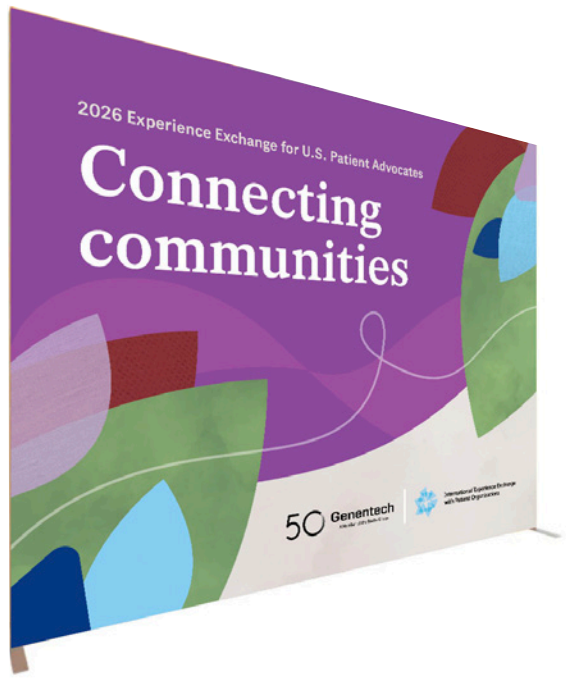
Tap to view animation

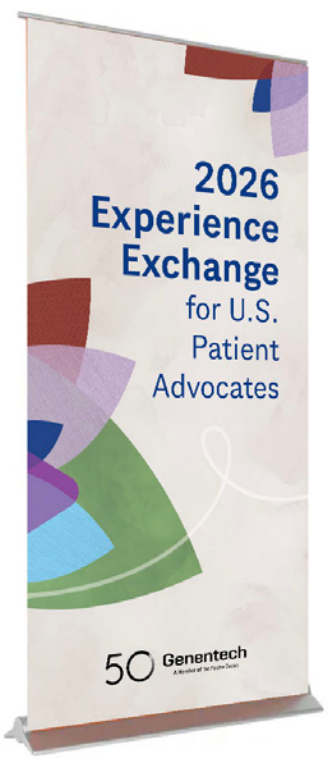
PATIENT ADVOCACY GROUP CONFERENCE

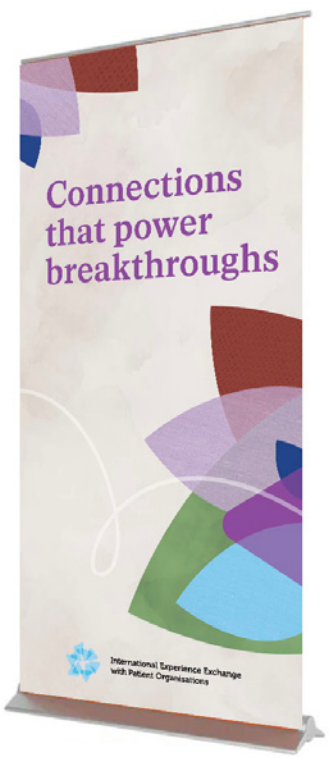
Experiential graphics

Led concepting and design, ensuring alignment with the global initiative and Genentech branding.

Reach: 2 day conference at Genentech for 130+ U.S. Patient Advocacy Groups







PATIENT ADVOCACY GROUP CONFERENCE

Digital assets

Led concepting, and design, ensuring alignment with global initiative and Genentech branding.

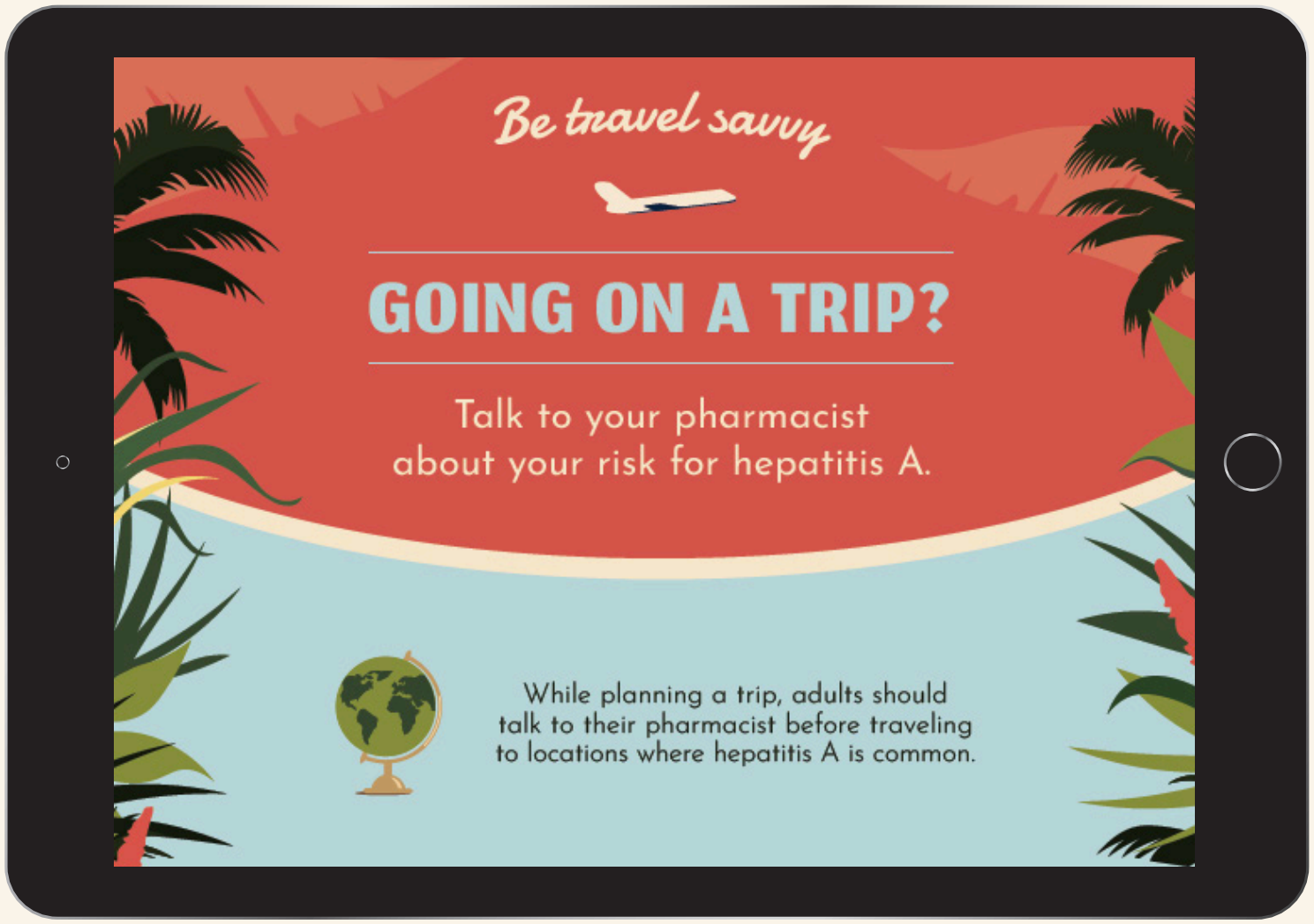
Reach: 2 day conference at Genentech for 130+ U.S. Patient Advocacy Groups

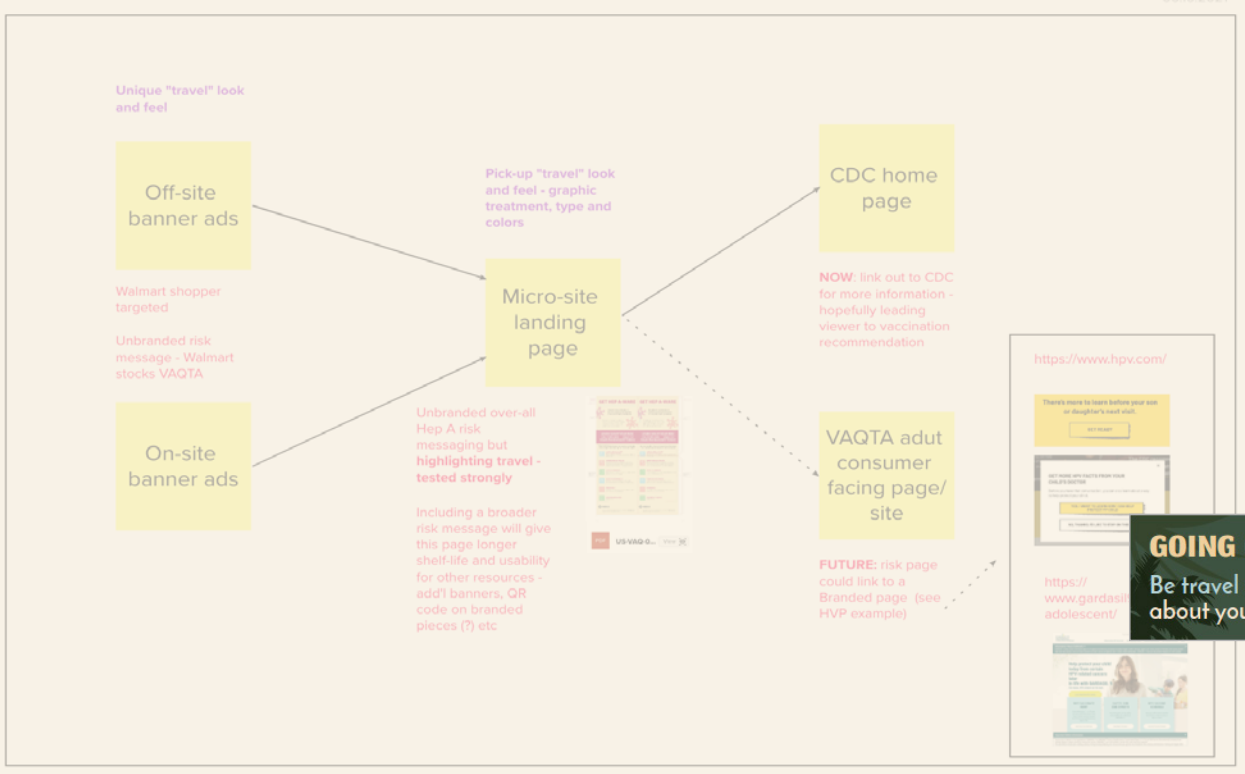
TRAVEL SAVVY

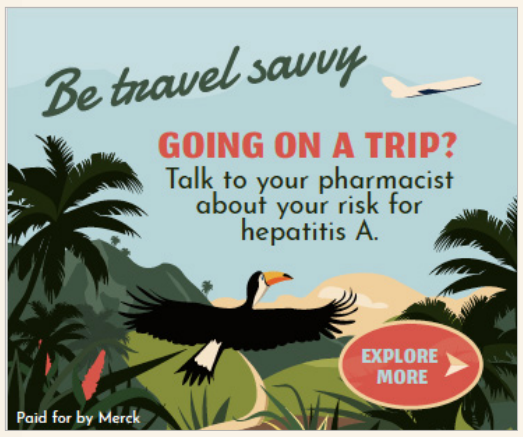
Patient disease education website and banner ads

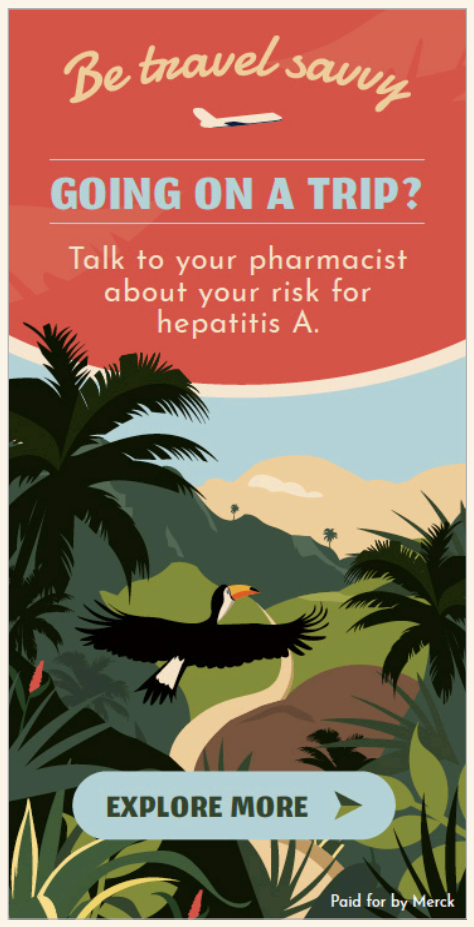
Story flow mapping and team concepting. Guided the work through to final execution.

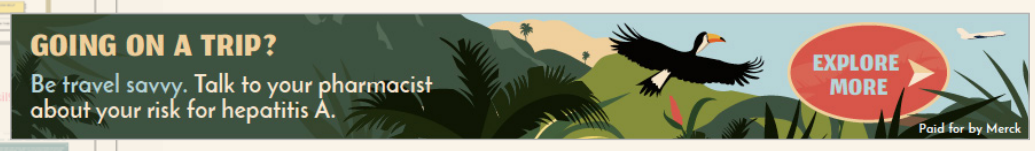
Reach: Consumers searching for travel-related products









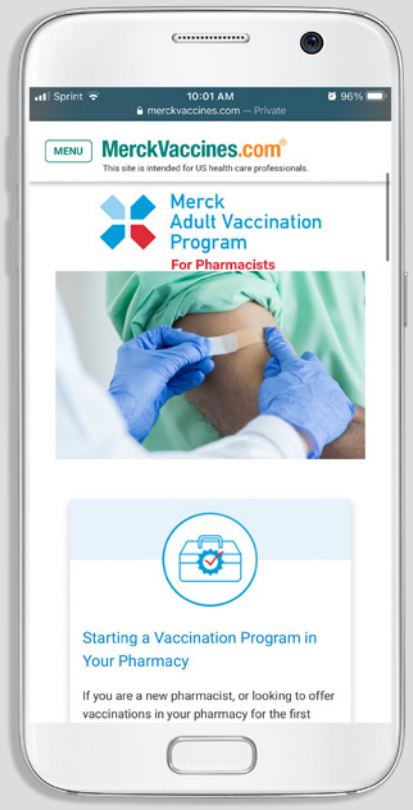


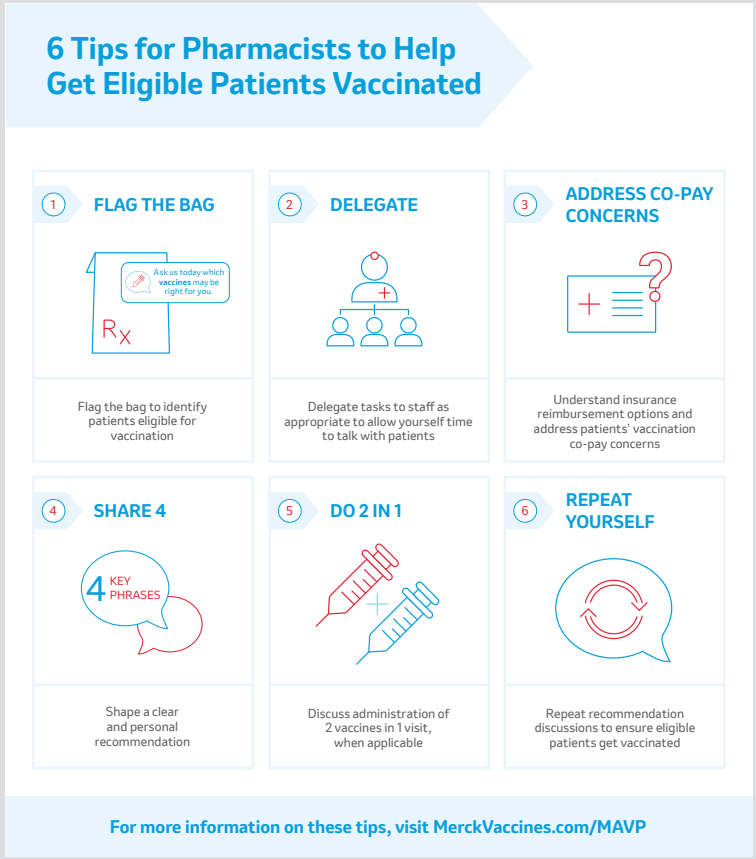
ADULT VACCINATION PROGRAM

Vaccination in the pharmacy

Partnered with the client to shape the creative brief. Oversaw design and content development.

Reach: U.S. pharmacists and consumers



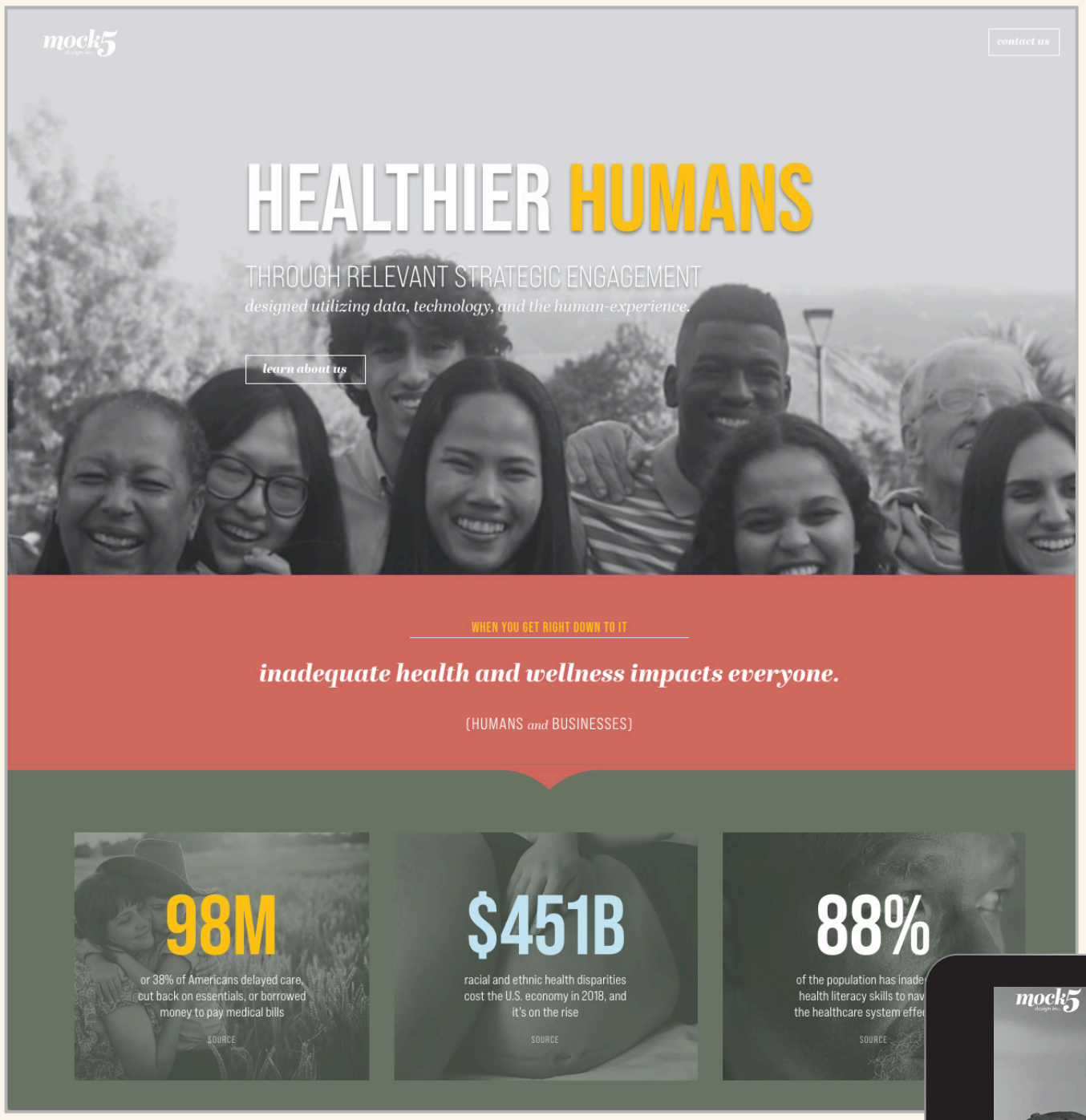


HEALTHIER HUMANS

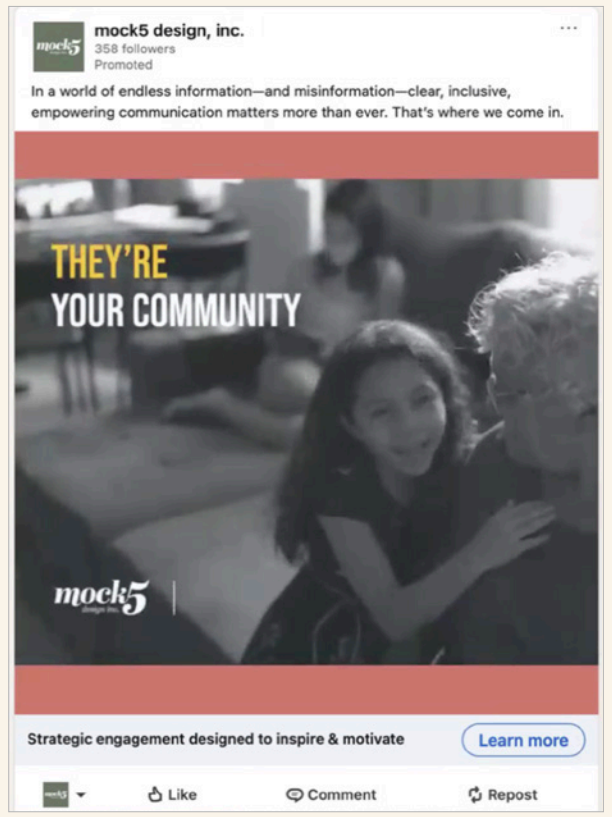
mock5 design, inc. promotion

Mapped the story flow. Informed the design and content development.

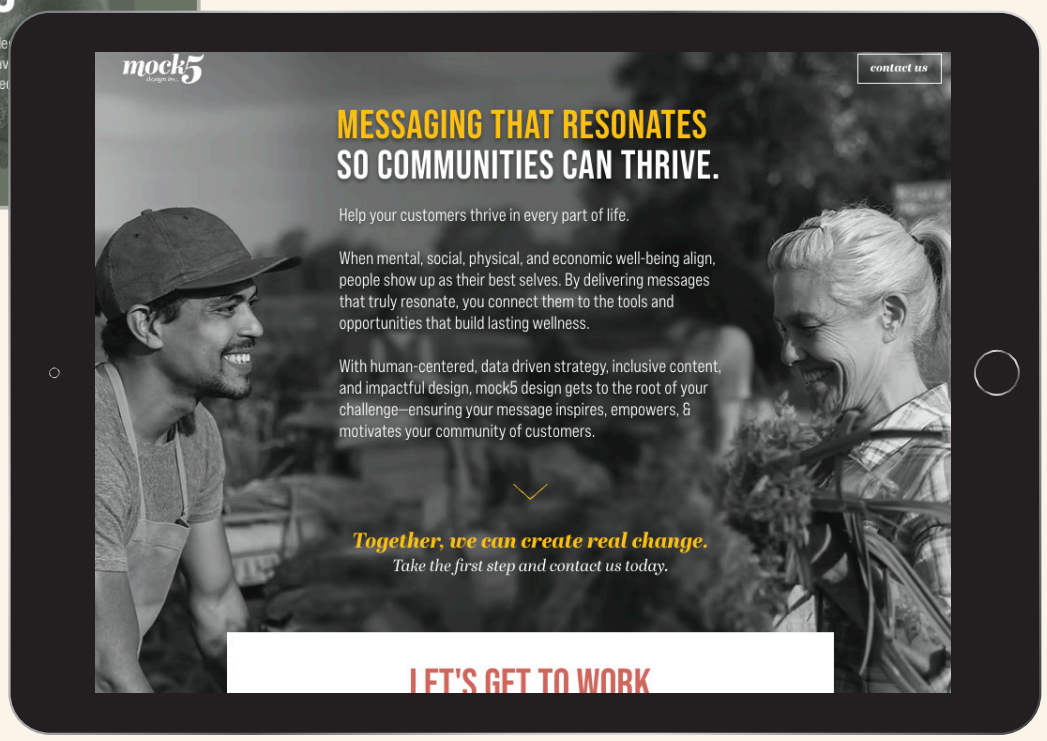
Reach: Website and industry targeted LinkedIn ad



Tap to view website



Tap to view animation

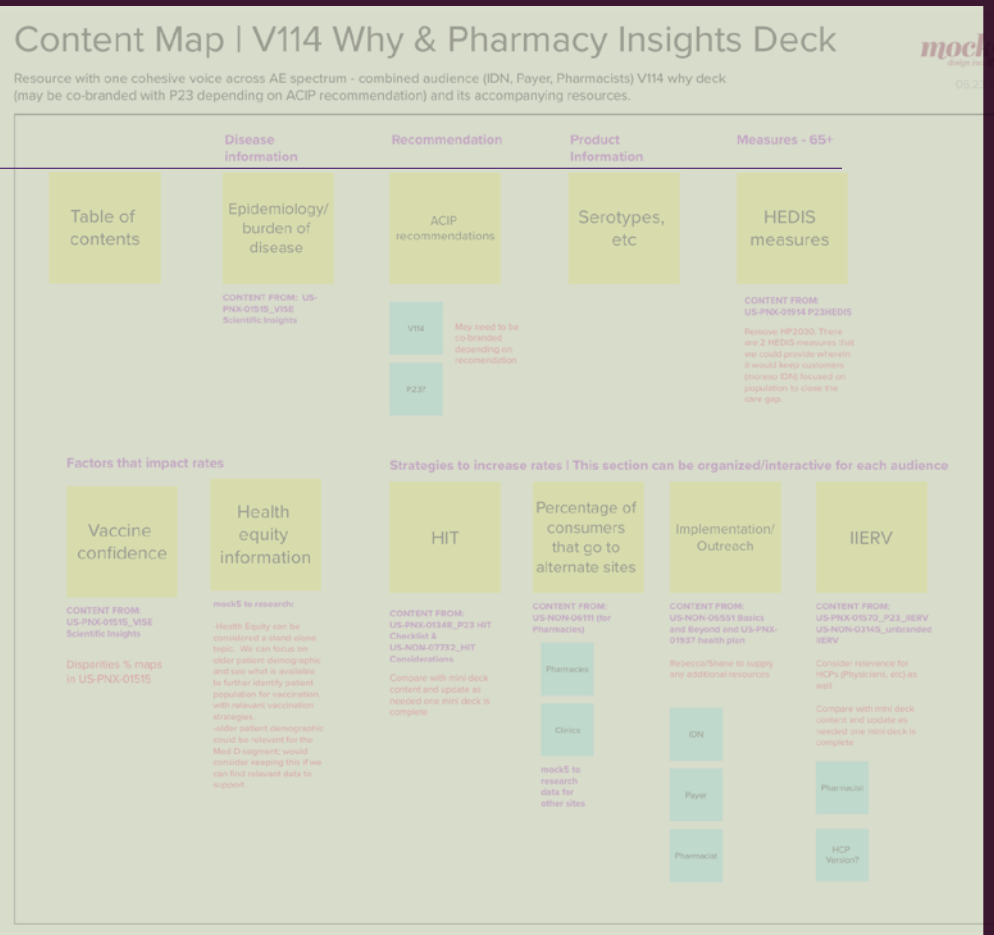


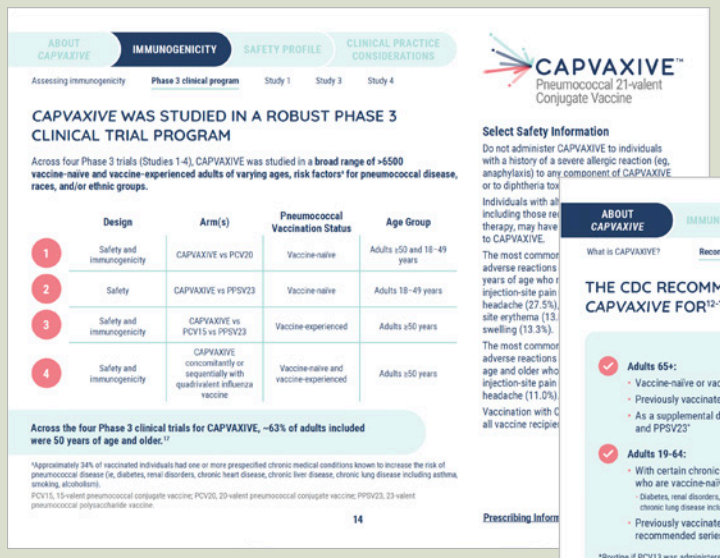
CAPVAXIVE PHARMACY INSIGHTS DECK

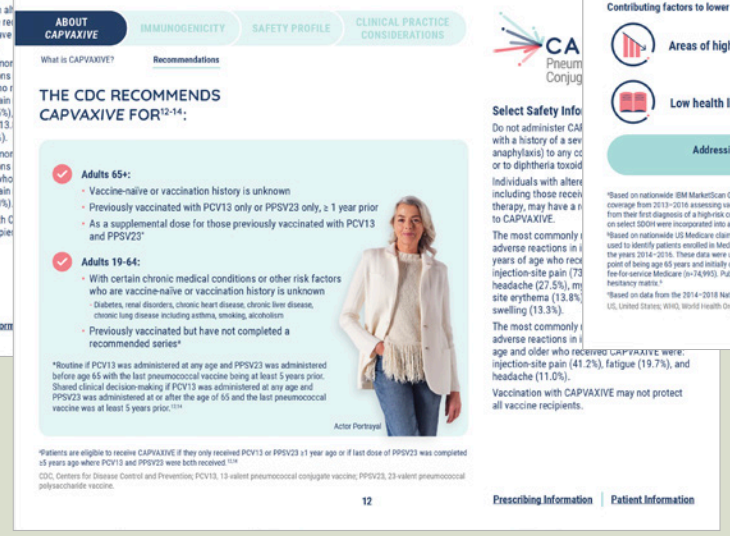
Health care provider education: new adult pneumococcal vaccine

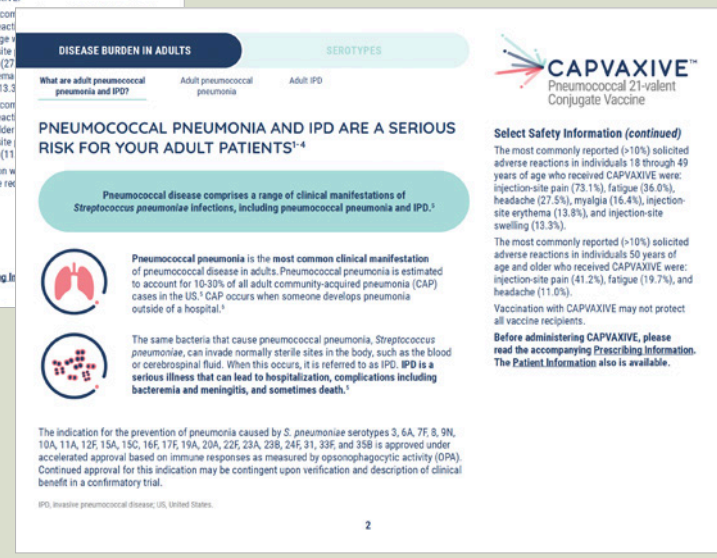
Mapped the content. Oversaw design and content development to insure project aligned to brand and messaging. Participated in the Medical Legal Review process through APLB accelerated approval.

Reach: U.S. pharmacists







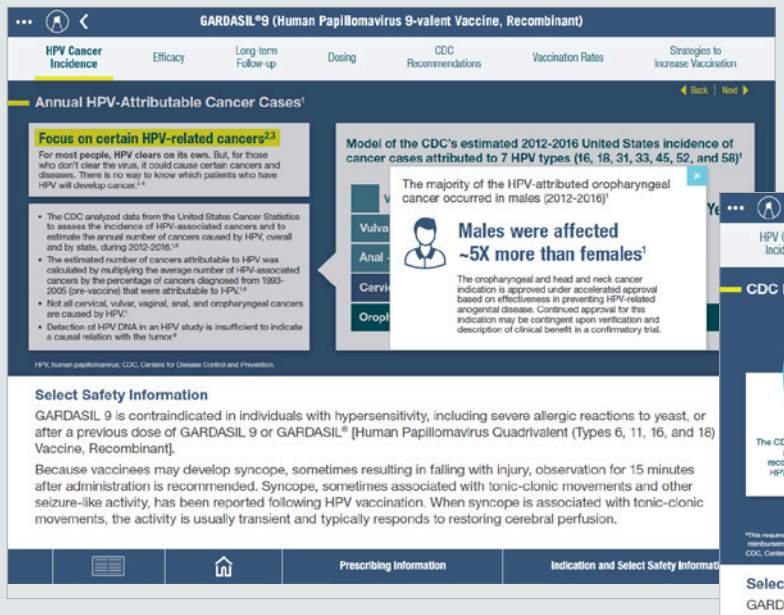


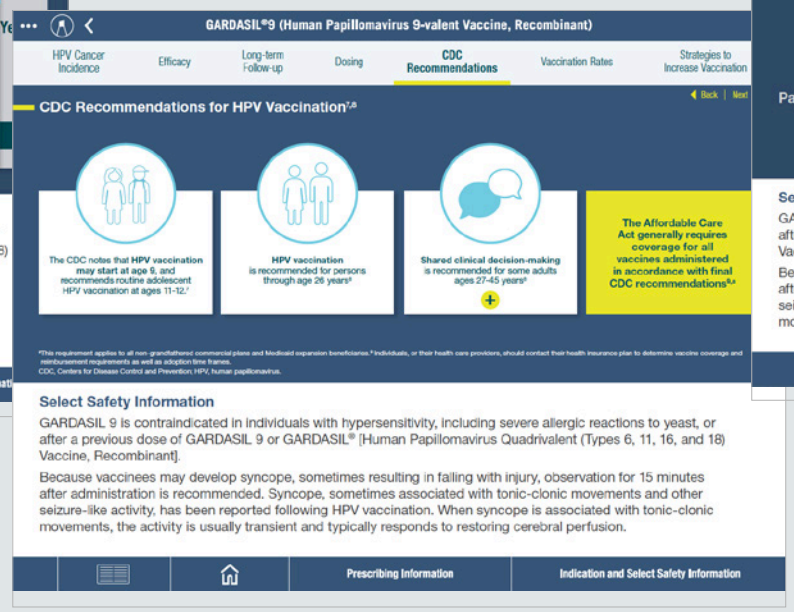
GARDASIL 9 ADULT IVA (Interactive Visual Aid)

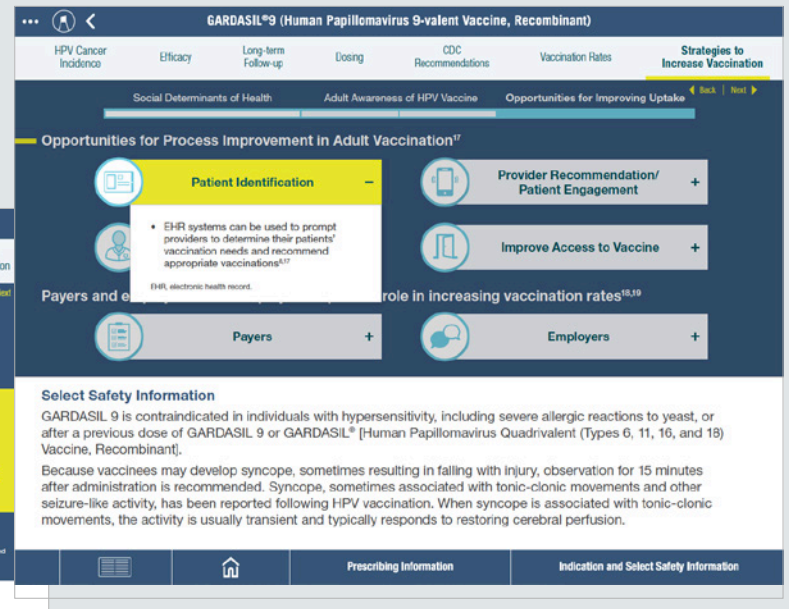
Health care provider education

Mapped the content. Oversaw design, content and UX development to insure project aligned to brand and messaging. Participated in the Medical Legal Review process through APLB accelerated approval.

Reach: Key decisions makers at large Intergated Delivery Networks (IDNs) and payers





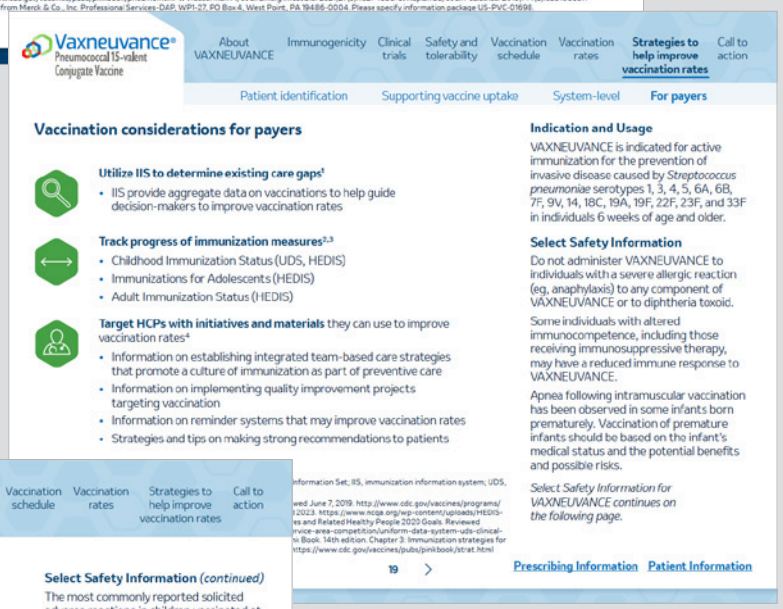


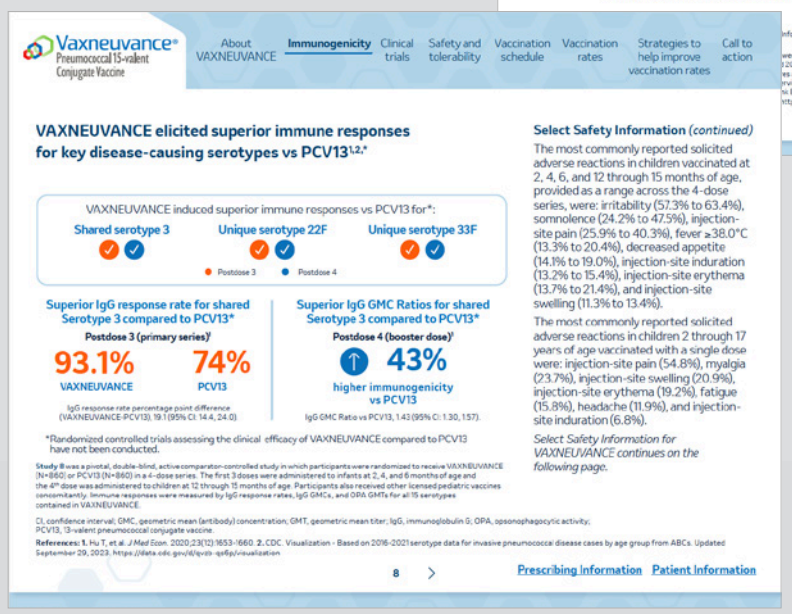
VAXNEUVANCE PEDIATRIC INSIGHTS DECK

Health care provider education: new pediatric pneumococcal vaccine

Mapped the content. Oversaw design and content development to insure project aligned to brand and messaging. Participated in the Medical Legal Review process.

Reach: Key decisions makers at large Intergated Delivery Networks (IDNs) and payers



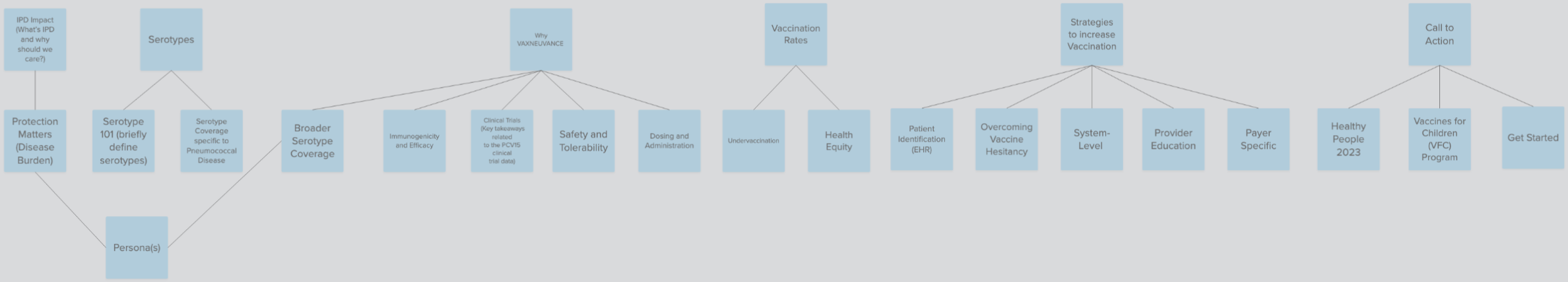


Purpose: To effectively convey to an IDN C-Suite audience the "Why?" for PCV15

Crafting a compelling case for PCV15 (a pneumococcal conjugate vaccine covering 15 serotypes) over PCV13 (which covers 13 serotypes) for children necessitates clear differentiation and an emphasis on the benefits of broader protection.

NOTE: Clinical profiler will be discontinued

Story Flow



STRATEGIC TRANSFORMATION IN A HIGHLY COMPETITIVE ONCOLOGY MARKET

Case study

This case study demonstrates the power of design thinking, data-driven insights, and cross-functional collaboration in driving strategic transformation and maintaining market leadership in a competitive oncology landscape.

A global pharmaceutical organization aimed to maintain its leadership in a highly competitive therapeutic area. To achieve this, the company needed to adopt a strategic approach that enabled cross-functional teams to collaborate effectively and navigate an increasingly complex market landscape. This case study explores how mock5 helped implement a holistic strategy to align brand marketing efforts, enhance field alignment, and leverage data-driven insights to strengthen market position.

32	5	3	20+
Stakeholders	Client Teams	Month Timeline	Data Sources

KEY CLIENT CHALLENGES

RISING COMPETITION

New competitors threatened a dominant market position, requiring innovative strategies to maintain leadership.

SHIFTING POSITIONING STRATEGY

Evolving positioning from a product- and indication-focused approach to a comprehensive therapeutic portfolio perspective, enabling more holistic support for accounts and identifying opportunities within complex treatment regimens.

COORDINATION ACROSS DIVERSE TEAMS AND CUSTOMERS

Multiple teams supporting the work, each with competing priorities, varying methods of client engagement, and differing views on maintaining market leadership created internal challenges. Compounding this complexity, their customer base—comprising academic organizations, community care providers, and IDNs—each had unique needs and priorities, requiring a flexible yet robust solution to effectively manage these diverse considerations.

THE APPROACH

DESIGN THINKING WORKSHOPS

Conducted workshops with key stakeholders to uncover gaps in perspectives and identify inefficiencies in customer-specific challenges, leading to the creation of a prioritization grid, action plan, and guiding objectives statement.

DATA-DRIVEN INSIGHTS

Collaborated with subject matter experts, analyzed industry trends, competitor data, and customer insights via segmentation and archetypes, ensuring messaging and portfolio objectives were tailored to real-world needs.

SCALABLE FRAMEWORK DEVELOPMENT

Developed a flexible, adaptable framework based on existing efforts, enabling success across markets and therapeutic areas with a focus on long-term growth and sustained leadership.

DELIVERING RESULTS

CRAFTING THE PLAYBOOK ON CUSTOMER-CENTRICITY

Through the development of a scalable strategic playbook, mock5 delivered stronger alignment across client teams, improving coordination and ensuring consistent messaging that enhanced strategy execution. By integrating real-world data and customer insights, we empowered the client to make informed decisions, allowing them to quickly adapt to evolving market dynamics. The user-friendly, interactive playbook is being applied across all customer segments, ensuring best practices are consistently leveraged. Ultimately, this comprehensive solution was a key factor in solidifying their market leadership, enabling the client to effectively meet diverse customer needs while maintaining a competitive edge.

Thank you

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