



# /CASE STUDY

## BRAIN SENTINEL

### /CHALLENGE

Brain Sentinel developed a medical device that needed a series of explainer videos showing its use and processes. They also needed a series of product photographs to be used in the user manual along with marketing support materials.

The company was also looking for a promotional video and lifestyle photographs to launch the product and to showcase in marketing materials. Being a new product, we had very few graphic elements to work with, consequently, we had to develop the visual platform for the product..

An extra challenge for this project was the medical, legal and regulatory restrictions the device has, as every aspect portrayed on the images had to be carefully thought out and approved by both the medical and the legal departments of the company.

### /SOLUTION

We worked closely with Brain Sentinel's marketing and R&D teams to develop the style of each image created. For the explainer videos and product photographs, we proposed a clean, stylized and elegant look that showcased the product. For the promotional images, we portray the final user (the patient) living and enjoying daily activities, thus illustrating and reinforcing the product qualities.

We managed all aspects of the production, script writing, style development (with casting selection, location scouting, wardrobe, and props), final editing, voice-over casting, and direction. We ensured that everything was aligned to the visual style of the product.



### /RESULTS

Brain Sentinel used our images in the application sent to the FDA for approval, which was granted on February 2017, as well as in collateral pieces that opened the door for them to get new investors and distributors in different countries. The images we produced are currently being used in different advertising forms such as brochures, websites, booths, and scientific magazines and reports in USA, Austria, and Germany.

“ They always seems to understand what we want and need and deliver the projects at a high quality and on budget. I can't recommend them and their work highly enough.”

Jeff Jung,  
VP Marketing, Brain Sentinel