

Case Study 02 — Annual Corporate Agenda Program

Sector: Corporate / Pharmaceutical / Annual gifting

Compliance note: this agenda/notebook program was distributed internally to company staff and pharmacy/business partners — not to individual prescribing physicians — in line with regional restrictions on healthcare-professional gifting.

Challenge

The client needed a high-volume annual agenda/notebook program with a professional finish, controlled unit economics and enough production lead time for year-end distribution. Quantity scenarios also needed to be compared so the client could balance budget and scale.

Solution

- Prepared quantity-based commercial scenarios rather than a single fixed option.
- Reviewed cover material, print/branding method and packaging as one combined product specification.
- Aligned production timeline with the client distribution window.
- Kept approval gates for artwork, sample/proof and final quantity before production release.

Outcome

The client received a clear decision framework that connected quantity, specification and delivery planning. The result was a more controlled procurement process rather than selecting only on unit price.
