



LEFTRIGHT  
GLOBAL

MEDICAL CREDENTIALS

2025



## WHO WE ARE: STRATEGIC & CREATIVE

LeftRight is a creative through-the-line agency that services brands across all industries with a specialisation in the medical and pharma industry. Working as a full-service agency since 2002, we possess a wealth of medical experience and a strong strategic background.

Our dedicated team works with a strategic-first approach and then crafts beautiful and compelling creative solutions.

*We define a direction and execute with precision.*



# WHERE WE'RE BASED



JOHANNESBURG, SA

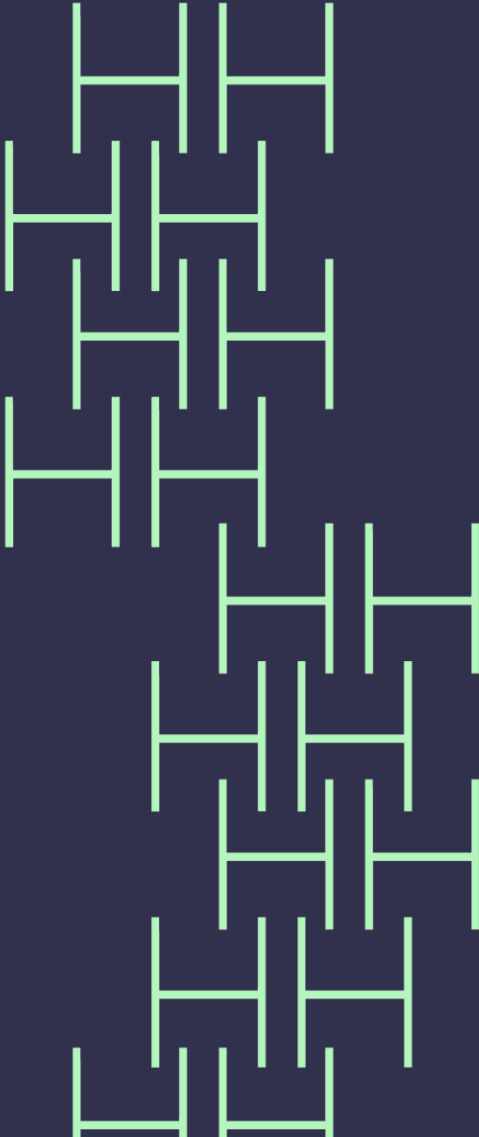


CAPE TOWN, SA



FLORIDA, USA





# OUR OFFERING

## STRATEGY

The correct planning before a decisive move can make or break your campaign. We approach our work through a strategic lens to ensure success and work closely with your team in briefing sessions, even helping to develop an accurate brief that will ensure the right outcome – we understand that being an extension of your team is essential.

## CREATIVE & DESIGN

Our creative team including our Creative Director, Art Director and a mix of talented designers create impactful, eye-catching work that further instills our strategic direction. We have built a team that understands how to create layouts that target various HCPs or consumers and has a good understanding of different disease areas, working closely with the medical copy team in briefing sessions.

## DIGITAL & SOCIAL MEDIA

Our dedicated team handles your digital ecosystem seamlessly, optimising your digital and social media platforms to achieve your goals. From building HCP or patient-facing digital elements (including intelligent digital training material and detail aids) to crafting social media content as part of your campaign, we have a digital-first 360° approach.

## WEBSITE DEVELOPMENT

Our web developers build smart and user-friendly websites, whether it be patient-facing non-branded educational websites, landing pages for a consumer-facing branded campaign or an HCP portal that promotes a full product range for a specific disease area, our team has the formula to help you create the content from scratch and deliver a well-performing website.

## COPYWRITING (MEDICAL & CREATIVE)

The foundation of any successful launch, campaign or project lies in the creation of medical copywriting and content. Our large team of medical copywriters comes with a wealth of experience and works closely with clients to ensure that the end-product is delivered. We have a wide range of experience in different disease areas, predominantly focused on the Rx side. Each one of our writers is equipped to research and write across disease areas, and our lead medical writer ensures quality and strategic checks are in place along the way.

## COPYEDITING & PROOFREADING

We have a dedicated proofreading and copyediting team to ensure that no mistakes slip through the cracks. They are our extra set of eyes to quality check brief requirements vs design outcome throughout the process, ensuring accuracy, consistency and ultimately, perfection.

## PRINTING & PRODUCTION

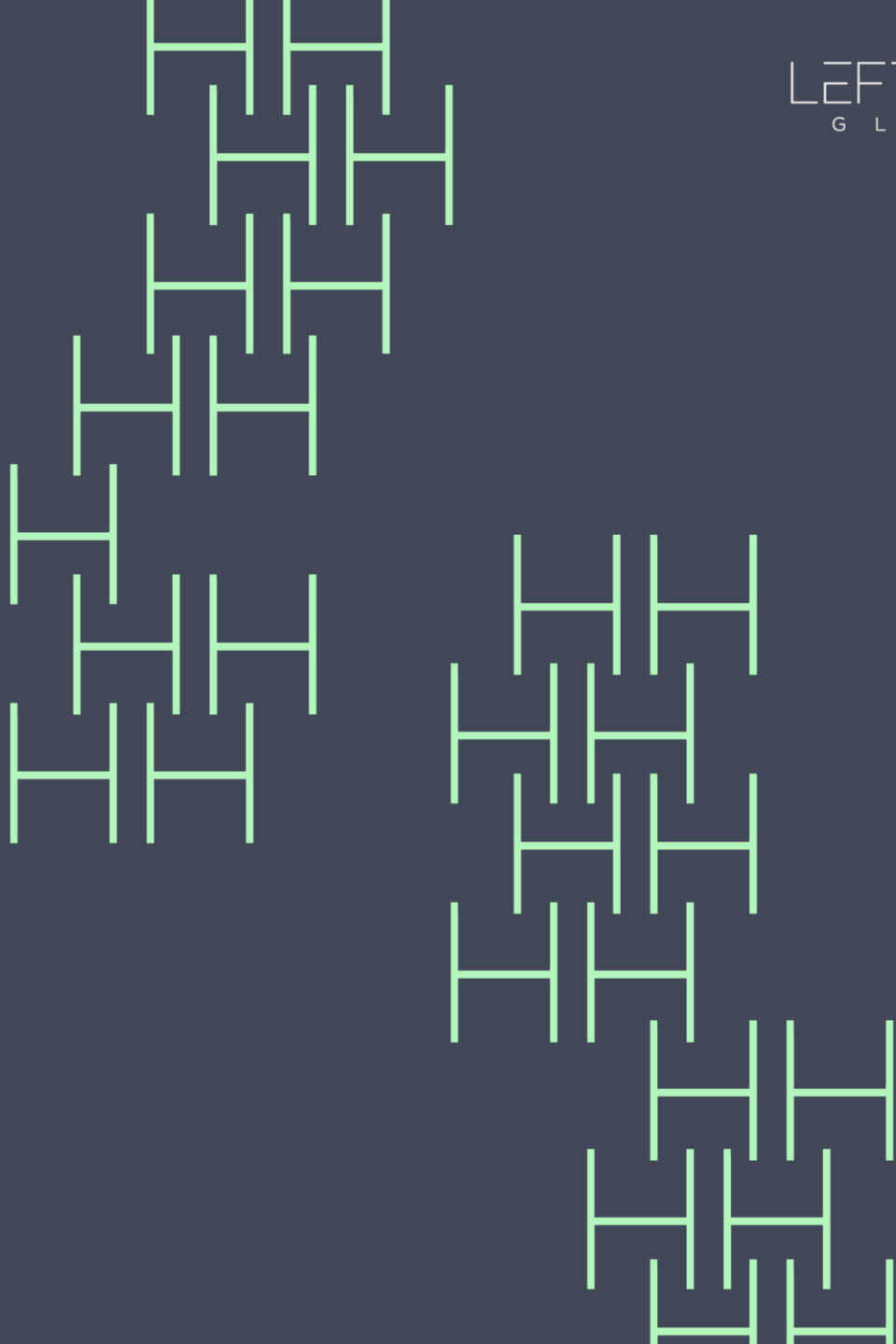
We can source anything your heart desires and print the most beautiful card to accompany it. What makes our production team special is the proactivity they bring – always providing new ideas for printing an HCP drop card in a different way or suggesting the latest gadget that will become an eye-catching promotional item. On-time delivery of high-quality printed items is essential to completing our full-service offering.

## VIDEO PRODUCTION

We have an in-house storyboarding, video creation and animation team that produce incredible launch videos, training videos, teaser videos, online digital adverts and more. We prioritise video content as we know that it is better received than static content in any training, launch or online environment.

## EVENTS

We handle events effortlessly, from internal launch events and simple desk drops with a difference to congress or conference set-ups and full-blown launch events, while ensuring that the creative and roll-out elements are integrated in all we do.



**OUR MEDICAL  
& PHARMA EXPERIENCE**

# OUR MEDICAL APPROACH

We pride ourselves in understanding our clients' requirements, budgets and KPIs so that we can accurately map out the specific digital, printed and in-field customer journey of the brand. The majority of our experience and passion lies in Rx, but we also have experience in OTC and consumer-facing brands.

For medical and pharma specifically, a strong medical copywriting and editorial team is of particular importance; ours includes a total of seven medical copywriters, proofreaders and copyeditors.



# MEDICAL COPY & EDITORIAL TEAM

## Medical copywriting team

- Depending on the brief from client, each one of our six medical copywriters have experience in various disease areas and take on projects that they will be able to handle confidently, together with Kirsty and the copyediting team
- This allows our agency to handle many projects, jobs and launches at any time, with a structured approach of team leaders and quality checks in place
- Two of our writers are extensively trained in CPD writing

## Medical copyediting team

- The success of any medical campaign lies in the accuracy of information and work done. Our team of two copyeditors and proofreaders ensure that copy is correct, brief is met, process is followed, standards are met and quality checks are done

Involved in > 20 major pharmaceutical launch campaigns across the following therapeutic areas:

# EXPERIENCE



## Rx

Allergy

Anti-Infectives

Biosimilars

Cardiovascular Disease

Central Nervous System

Dermatology

Endocrinology

Gastro-Intestinal Tract

HIV

Hormonal Health

Immunology

Neurology

Oncology

Pain

Respiratory

Transplant

# EXPERIENCE

## OTC

- Dry Eye
- Heartburn
- Migraine
- Pain
- Respiratory Conditions
- Rhinitis
- Skin Infections
- Travel Sickness





COMPANIES WE'VE WORKED WITH

SANDOZ

 NOVARTIS

adcock ingram 

Alcon

 Pharmaco

Johnson & Johnson

 Himalaya<sup>®</sup>  
SINCE 1930

Dis-Chem 

ALTRON  
HEALTHTECH

 Elanco<sup>™</sup>

 exp  
MEDICAL  
CENTRES

 Austell

 aspen

Dr.Reddy's 

 BAYER

# OUR PROCESS – NEW BRIEF/PRODUCT LAUNCH

Our operational procedures are comprehensive and adaptable to your brand and campaign-specific needs.

**1.** Brief

**2.** Strategy

**3.** Creative Brainstorm

**4.** Writing & Research

**5.** Internal review

**6.** Client review

**7.** Design

**8.** Internal review

**9.** Client review

**10.** Medical regulatory review

**11.** Revert on copy & design

**12.** Approval

**13.** Roll out

# WHY WORK WITH US

- LeftRight Global is able to handle **multiple projects** at one time with a **large multitalented medical copy team with proven experience in Rx** and across all disease areas
- Our core area of strength is **launching new products** from registration to completion of annual deliverables **seamlessly and timeously**
- Combination of R&D experience and medical experience of > 20 years
- We help you with the strategic briefs, using a formal template and built-in process to help brand managers create briefs, strategise and identify the customer journey and roll-out plan



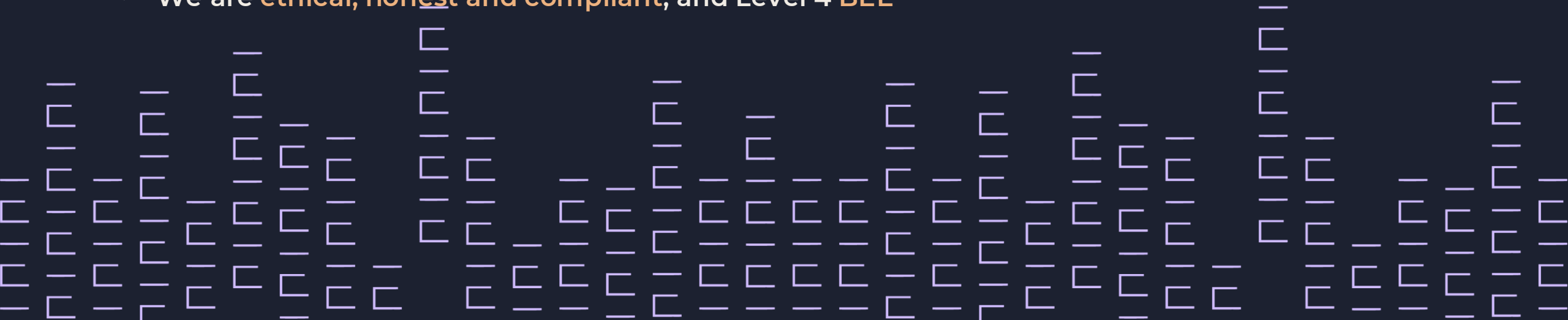
# WHY WORK WITH US

- Guaranteed **good turn-around time** with specific writers working on **specific disease areas** and products, with a senior lead medical expert
- We are an extension of your marketing team, involved with **annual planning, budget planning and implementation planning**
- We map out **quarterly activity per product**, focusing on key messages every four to six weeks, so that **field force** is equipped all the time
- We tailor campaigns to **target different channels (specialist, pharmacy, GP, hospital etc.)**, so that you reach your target audience appropriately
- We assist with **digital and AI tools**, helping you to take digital to the next level and to problem solve with data analysis



# WHY WORK WITH US

- We help **medical departments** with medical training and communication support
- We have **product launch training** experience (training videos, presentations and Sales/PM equipping)
- We **understand and adhere to marketing code**; we guide you where required and keep up with **medical industry standards**
- We are always **proactive**, bringing you **new, different and unique** tools, elements, printed samples and a creatively fresh way of demonstrating to HCPs
- We work on small or large creative campaigns, utilising versatile photoshoots and video content to create the key visual
- We are **ethical, honest and compliant**, and Level 4 **BEE**



# LET'S TEAM UP

We would love to work **with** you.



THANK YOU.



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