

Video Teaser Concept





Note: 4 auditees



Note: four separate PINGs! announce the simultaneous arrival of the same email on four different devices



An audit! Why? I mean, seriously, what's the point?

Note: 'auditee 1' zooms in on the box at top left and make it full screen



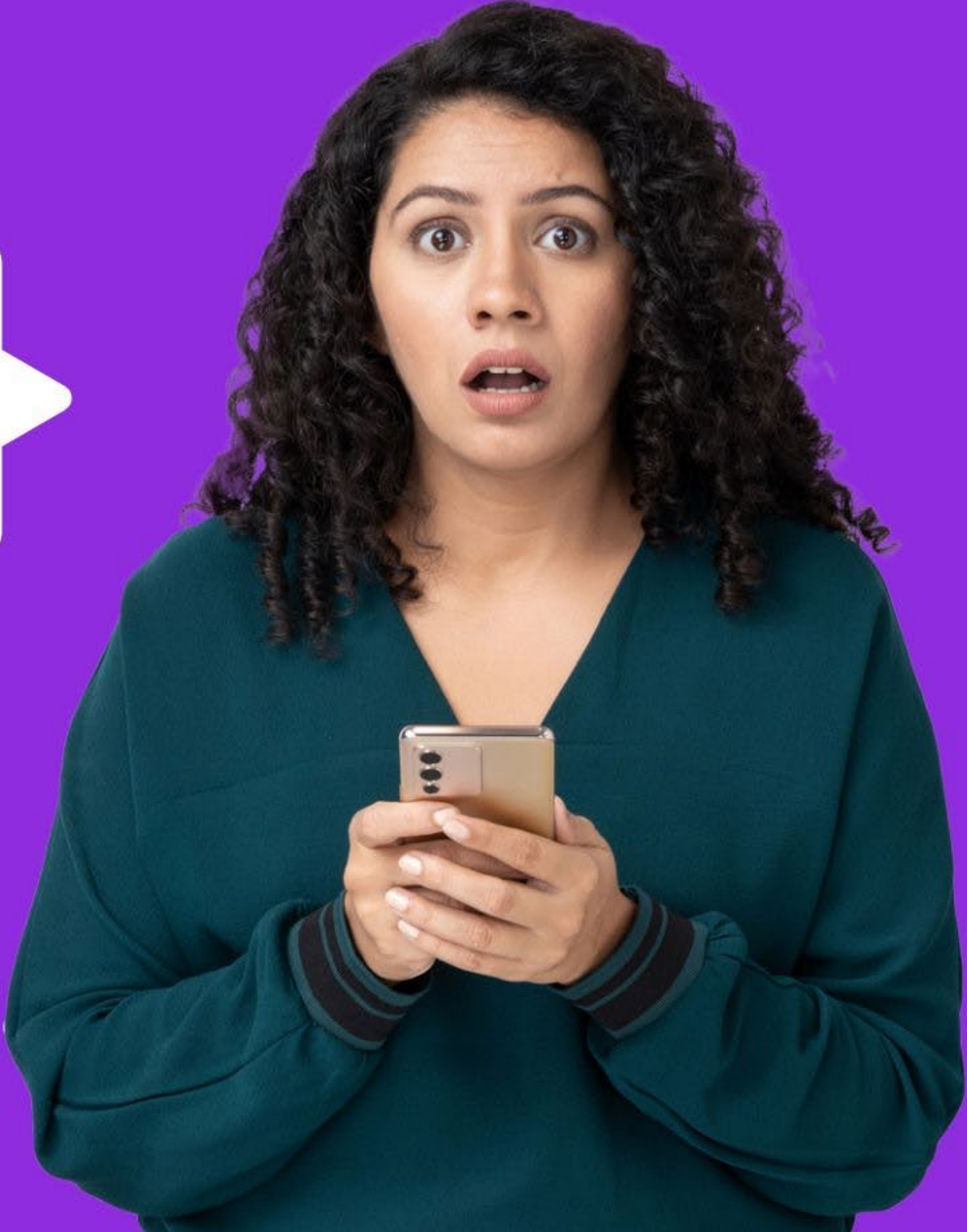
Audits are important. They examine whether processes and guidelines meet the required standards.



Note: A woman appears as split screen. She's the audit expert!



Note: 'auditee 1' speaks

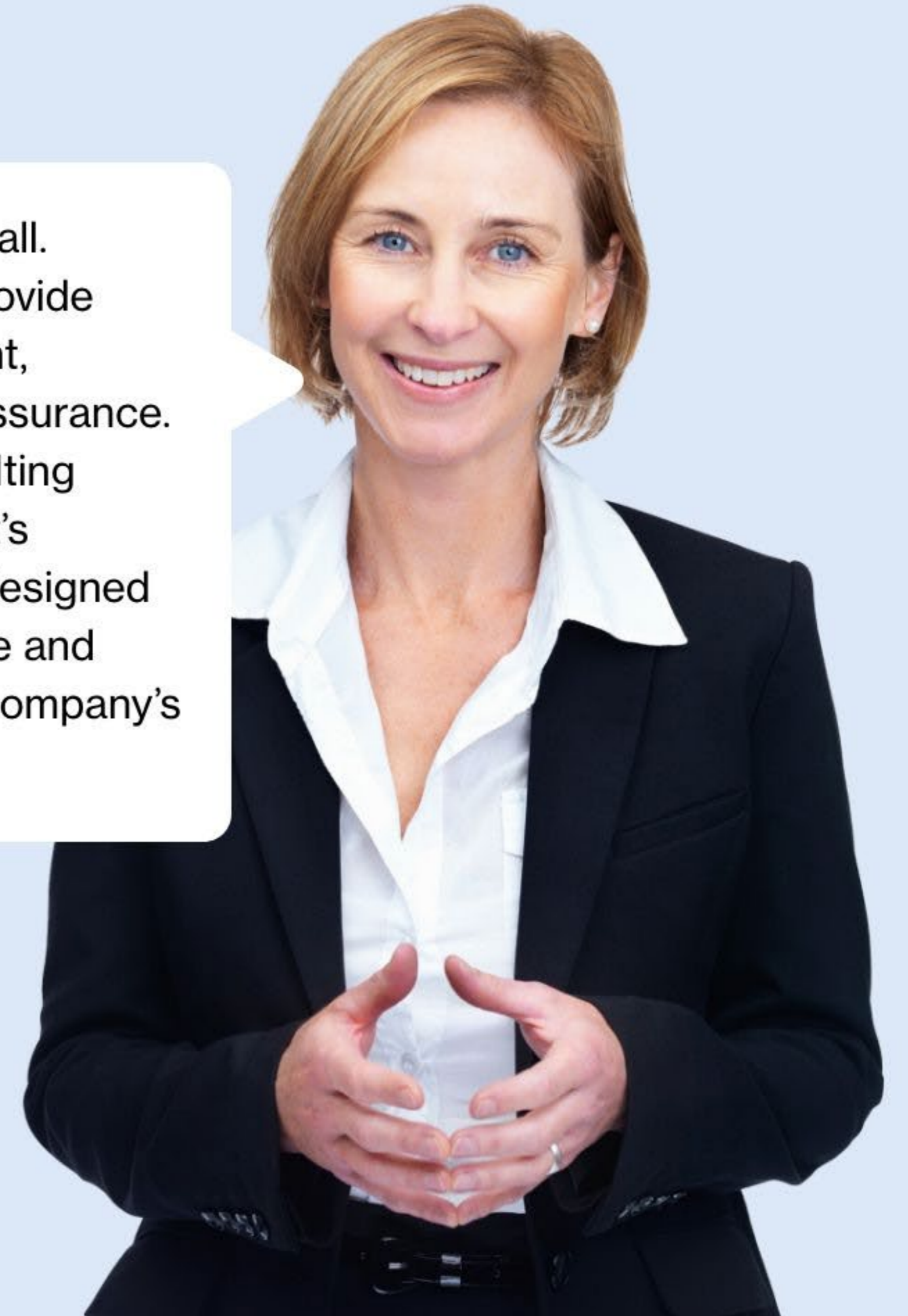
A woman with dark, curly hair is shown from the chest up, wearing a dark teal V-neck sweater. She has a surprised expression, with wide eyes and an open mouth. She is holding a gold-colored smartphone with both hands in front of her. The background is a solid purple color.

...auditors have one aim in life and that's to catch you out and find something wrong.


Note: 'auditee 2' zooms in on the box at top right and make it full screen



Not true at all.
Auditors provide
independent,
objective assurance.
It's a consulting
activity that's
ultimately designed
to add value and
improve a company's
operations.



Note: audit expert appears again and speaks

A woman with dark curly hair, wearing a dark green V-neck top, is shown against a purple background. She has a surprised expression, with her mouth open and her hand near her face. A white speech bubble is positioned to her left, containing the text "Okay, but there's always such a lot of...".

Okay, but there's
always such a
lot of...



Note: 'auditee 2' speaks



Note: 'auditee 3' zooms in on the box at bottom left and make it full screen




Preparation is so important if an audit is to be successful. If everyone involved knows their roles and responsibilities, as well as how to prepare, then the audit should go smoothly.



Note: audit expert appears again and speaks



Note: 'auditee 3' speaks

A man with a dark beard and hair, wearing a grey ribbed sweater, is shown from the chest up. He is looking upwards and to the right with a thoughtful expression, his hand resting on his chin. The background is a solid, bright yellow. A white speech bubble with a tail pointing towards the man is positioned to his left, containing the text "protecting corporate reputation, isn't it?".

protecting corporate
reputation, isn't it?

Note: auditee 4 zooms in on the box at bottom right and make it full screen



That's important but not as important as protecting the lives of our patients. Let me give you an example. Pharmacovigilance is a key area for us. As a result of a successful audit, we managed to improve our Adverse Event reporting and better protect patient well-being.



Note: audit expert appears again and speaks



So, never forget that you're all key to helping us be compliant and successful as a business. Always be audit ready. And you'll win plaudits for your audits!



Note: four auditees are happy