



Learning Lab

Harnessing Modern Social Media Storytelling in L&D:

A Sage, Biogen, and Red Nucleus Case Study







Example of Short-Form Video

Your learners are
spending their
personal time and
energy consuming
these short-form
videos

and there are
several reasons
why...

Short-form video is...

**attention
grabbing**

Short-form video is...

satisfying

Short-form video is...

compelling



“Story is
the language of the brain.”

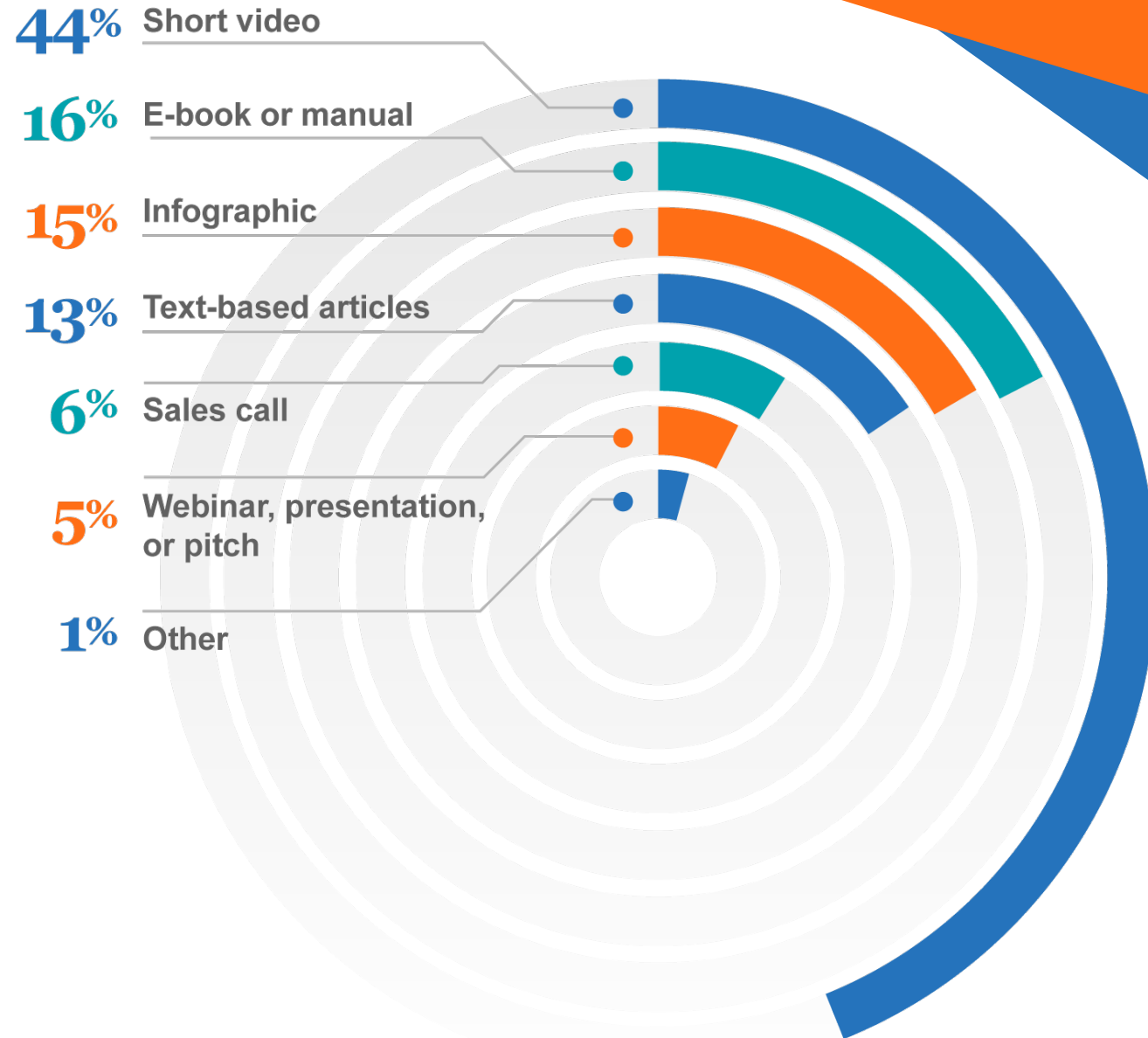


Short-form videos receive...

2.5 times
MORE ENGAGEMENT
than long-form videos



How would
you like to learn
about a product
or service?

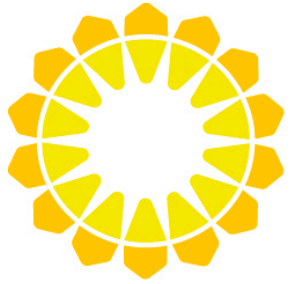




Duration = Results?

Our recent field
force home study
for ZURZUVAE
included short-form
videos that we called
Perspectives.





ZURZUVAE™

(zuranolone) capsules Ⓢ

20 mg • 25 mg • 30 mg

Co-promoted by:

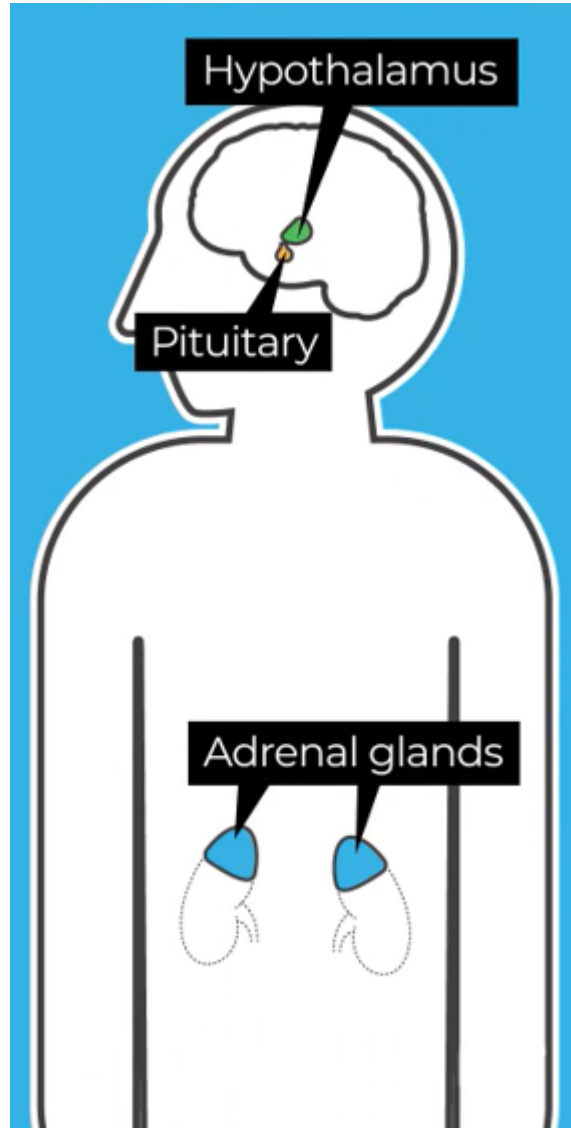
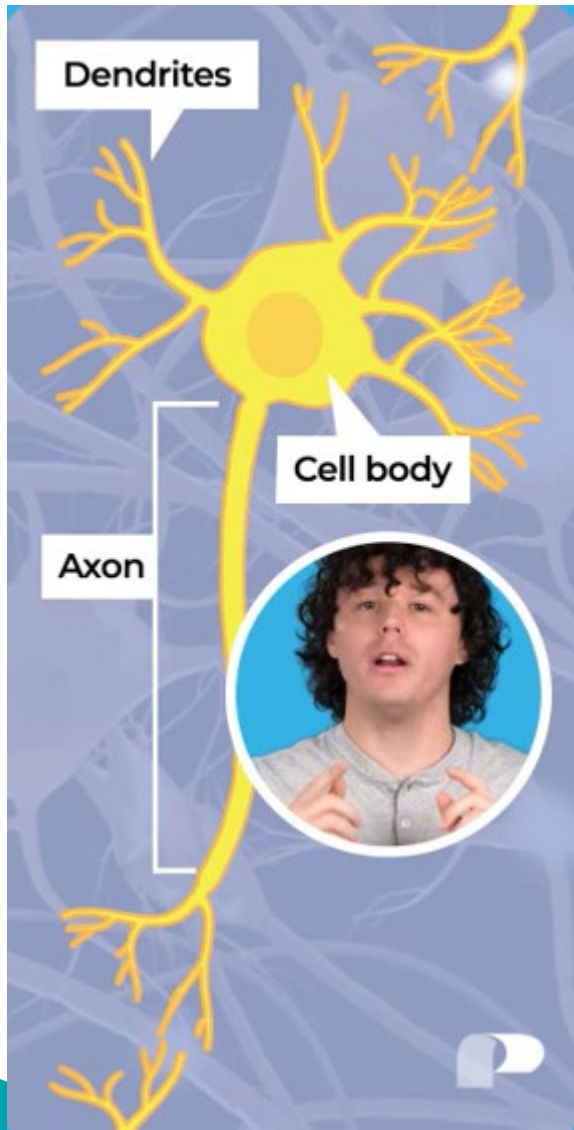


Sage
Therapeutics®

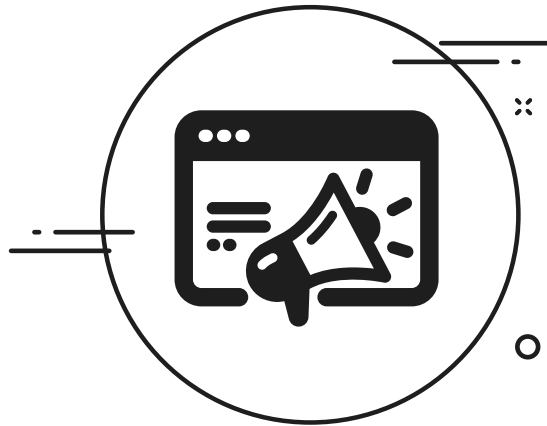


Biogen.

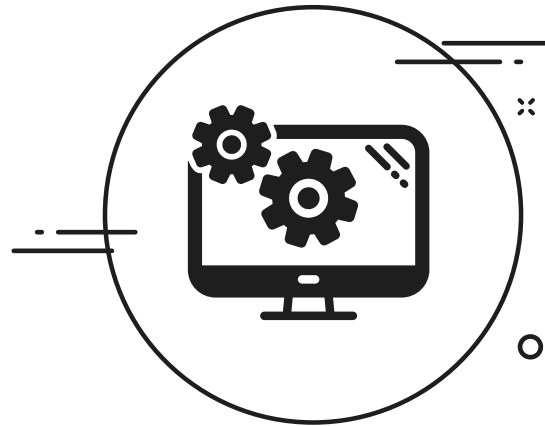
rednucleus



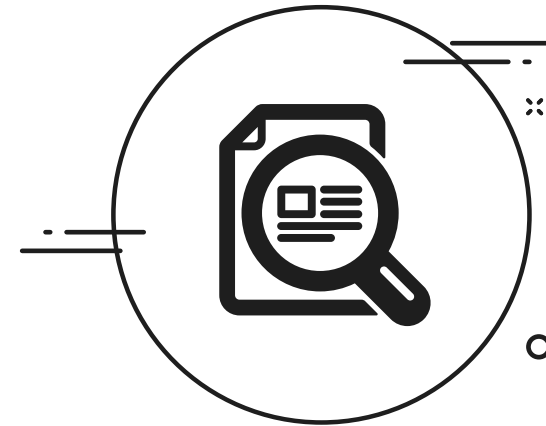
Short-form, social media-inspired videos can be used within your L&D deliverables to:



**Tease
content**



**Reinforce
information**



**Provide
perspective**

How might you use short-form video in your own organization?

Questions?



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