

# PlayPlay enhances Novo Nordisk's national comms with dynamic internal videos.

## Situation

Novo Nordisk's Field Communications team needed a swift, relatable, engaging and user-friendly solution to connect with their regional teams across the US, while tailoring all content to their local needs in a comprehensible way.

### This included:

- Updating their internal "commercial connect platform" with crucial updates, customized for each regional salesforce.
- Improving training and information sharing across the national salesforce.
- Delivering stakeholder comms in concise and engaging way.



PlayPlay videos helped us effectively convey messages to diverse stakeholders, ensuring user-friendly, engaging, and quick delivery, despite varying audiences. People see enough emails and slide decks, they just want to hit play and let it sync in. You miss something? You play again. Now everyone is pleased.

## Challenges

- **Limited budget & resources** for reactive content creation at scale.
- **Outdated team collaboration capabilities**, hindered by previous video creation solutions.
- **Low engagement rates** with previous content solution, due to subpar quality and limited creative freedom.
- **Lack of expertise in video creation**, making it inaccessible.



**Steve Jamieson**

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## The solution: PlayPlay

After evaluating various options, including their existing tool *Adobe Premiere*, **Steve and his team switched to PlayPlay thanks to:**

### Its ease of use

Allowing all field communications teams to create high-quality videos in minutes, even without previous experience.

### Team collaboration features

PlayPlay's collaboration features enable Novo Nordisk's team to share and create engaging, localized content efficiently and at scale.

### The diversity of features

PlayPlay offers 100s of customizable templates, a premium access to license-free Getty media, along with QR code content sharing, auto-saving, and a user-friendly drag-and-drop interface for simple, high-quality video creation.

## Key results

- **5x more videos created** peaking at 25 videos in one month since introducing PlayPlay.
- **Time optimization** with PlayPlay, what once took days is achieved in 10 mins.
- **Team & budget efficiency** There's no need for travel or expensive agencies, high-quality videos can be created in-house with PlayPlay and a smartphone camera by your side.
- **More engagement to sales force of over 2,400 people** and teams preferring video over static content.



Do you want better engagement with your employees? Or want messages to be sent across in a concise, simple way? Or maybe want to have fun with your team? PlayPlay can do it all and you'll be surprised at how user-friendly it is.



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