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It was a pleasure to work with Words&Pictures on our Vision website. Their team quickly acquired a good understanding of our strategy, mapping this into a series of wireframes that helped us involve senior management in the development of the SharePoint site. Not only were Words&Pictures highly responsive, quickly incorporating our comments and amends, but the final result has generated nothing but great feedback. A job very well done.

Senior Director, Global Communications & Public Affairs, Shire



Words&Pictures Case Study

SHIRE - VALUES IN ACTION

One simple purpose sits at the heart of Shire's business: to enable people with life-altering conditions to lead better lives. Yet faced with increasing competition and the need to deliver even greater value, the pharmaceutical company recognised it needed to do things differently. Keen to share this new strategy with the global team using its SharePoint 2010 intranet, Shire turned to Words&Pictures for support.

Our starting point was to develop three conceptual routes inspired by Shire's 2020 Vision – to imagine and lead the future of healthcare for people with life-altering conditions, creating value for society. Following consultation with Shire, we settled on a striking photographic style that put customers and employees at the core of the new website.

We also mapped out content to reflect the

journey of discovery that each employee would need to take to achieve the company's objectives.

To reinforce the very human story behind this change, we also incorporated patient case studies, including video content. This was particularly important in helping everyone at Shire to put themselves in patients' shoes and be as brave as those they help.