

How Smartshoring[®] supported Boston Scientific with their creative production across 8 countries

CASE STUDY

PROJECT BACKGROUND

The Marketing Operations team were tasked to work with a new offshoring partner who could provide creative production services globally.

With the onboarding of many stakeholders across multiple regions, it was crucial for We Are Amnet to demonstrate, not only our capability but to deliver projects at the highest quality.

We achieved this by running pilot projects with Boston Scientific working with the Integrated Marketing Communications team. Boston Scientific's core service requirements included Video Post Production, Presentations and Digital Media - all of which we carried out pilots for.

Once we had built confidence with the IMC leads and the Marketing Operations team, they were now actively promoting We Are Amnet services internally across multiple regions.

WHERE WE ARE TODAY...

- Engaged with 35+ Stakeholders
- Working across 13 countries (UK, Spain, France, Germany, Italy, Switzerland, Belgium, Poland, The Netherlands, Nordics, Turkey, Ireland and Dubai)
- Introductions made to the Internal Communication team who we are now working with
- 5 different services including Video, Interactive PDFs, Presentations, Digital and Social
- 26 projects in progress, 74 delivered.

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Advancing science for life™

