

# DELIVERING ON THE PROMISE OF DIGITAL

James Harper  
Managing Director 28b Ltd.  
t. 07714 322796  
e. [james.harper@28b.co.uk](mailto:james.harper@28b.co.uk)  
w. [www.28b.co.uk](http://www.28b.co.uk)

digital |'dɪdʒɪt(ə)l|

adjective

- (of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarisation. Often contrasted with analogue.
- relating to, using, or storing data or information in the form of digital signals: *digital TV* | *a digital recording*.
- involving or relating to the use of computer technology: *the digital revolution*.

digital | 'dɪdʒɪt(ə)l|

- using *better* technology to do our jobs
- using technology *better* to do our jobs
- using technology to *better* do our jobs

objective:  
better understand the current situation and needs

Introduction

Context

- Me/ 28b/ Industry insights

Discussing digital:

- in business/ as a service/ in delivery

Input for output:

- topics for next time

Context: Me

Pure & Applied Ecology



Context: Me

Primary & secondary care rep



Context: Me

Public Relations



popewoodhead



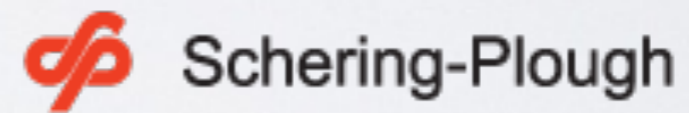
Context: Me

Education: Gifted and Talented



Context: Me

Freelance medical communications



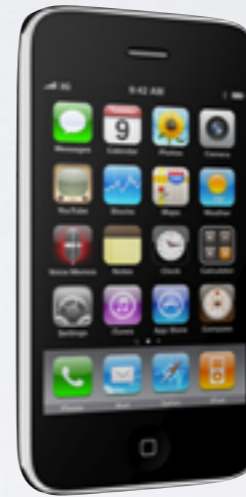
Context: Me/28b



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= 28b

Context: 28b

twenty**eightb**

the only digital development company  
working exclusively with pharmaceutical  
communications and marketing agencies to  
help them win, develop, implement and  
manage their clients' digital business.

# Context: 28b

## twenty**eight**b in numbers

5 years development experience

16 healthcare apps

20 client agencies | Nintendo 64

25 digital sales aids

5 frameworks

3 mobile platforms

15 Apple devices

1 pro-gamer

26 years Pharma comms experience

5 developers

3 chairs

4 published games

6 standing desks

8 managed apple accounts for clients

30,000 downloads

1 owner

0 excuses

# Context: 28b



# Context: Industry perspective

What we hear from new clients:

“development is hard”

“development is too expensive”

“development delivers rubbish ROI”

What we love to hear from existing clients:

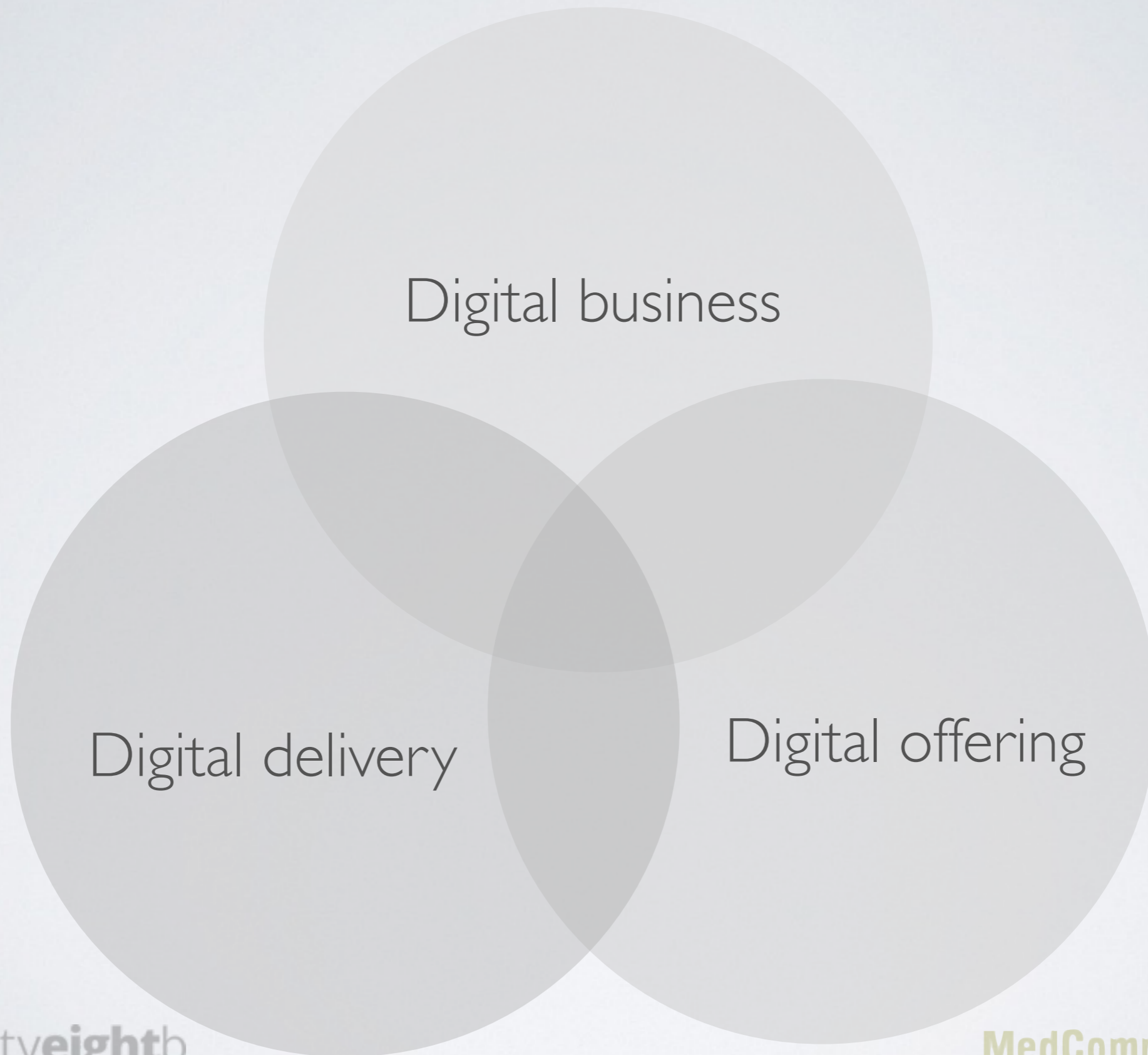
“the reps love it”

“that was fun, let’s do it again!”

“our client is showing it off to everyone they meet”

“we’ve submitted it for an award...again!”

# Discussing Digital





## Digital business

**Google** Apps for Work

Transparent real time working  
Single document collaboration and audit  
Safe secure off site storage  
Simple user management  
Low cost

Discussing Digital

Digital business



**Contactually**

Gamified CRM?

## Digital business

Google Analytics

Are you using it....really using it?  
What about demographics?

age/gender/role/interests

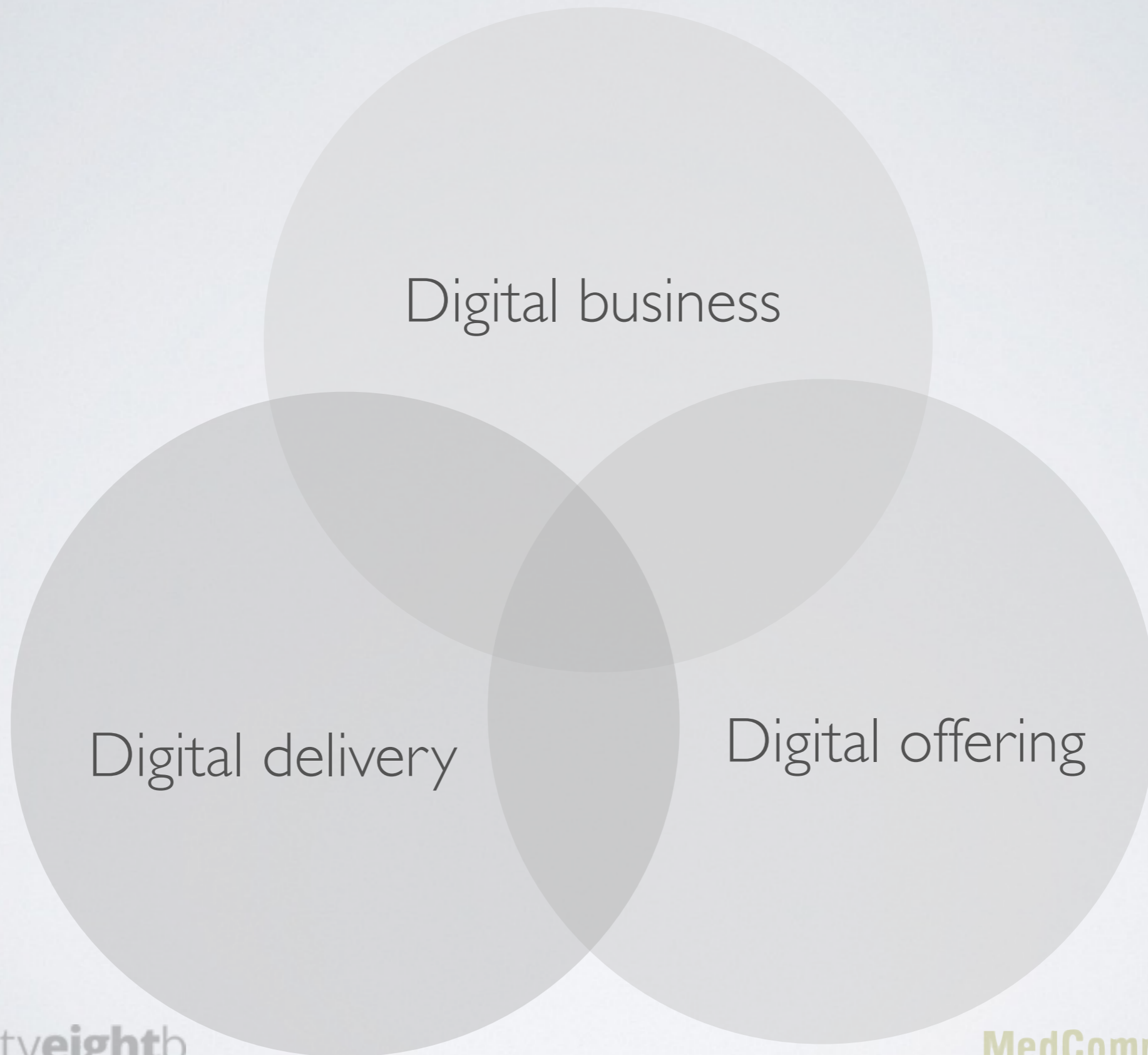
# Discussing Digital

Digital business

What  
do  
you  
use



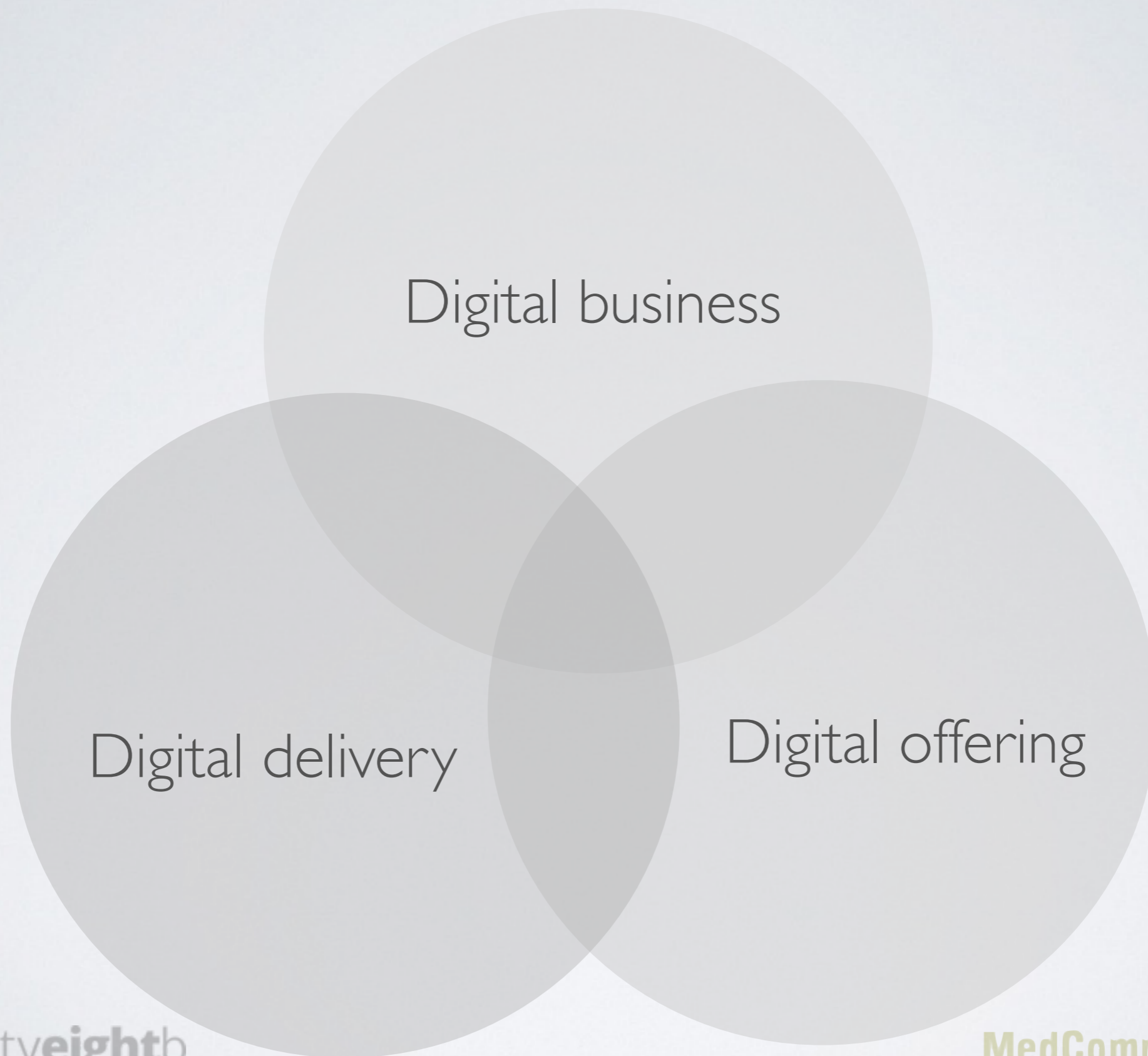
# Discussing Digital



# Discussing Digital



# Discussing Digital



# Discussing Digital

## Digital delivery

commissioning  
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# Discussing Digital

## Digital delivery

commissioning  
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Communication

# Discussing Digital

## Digital delivery

What  
you  
want



**HUNTSMAN**  
*established 1849*

## Digital delivery

To do it right you need to plan, collaborate and adapt

e.g requirements and styles consultation  
cloth and style selection  
detailing review  
4 intermediate fittings  
final fit  
after wear refitting

(...oh and around £10,000)

If you don't invest the time  
then....

## Digital delivery



What  
you  
get

**HUNTSMAN**  
*established 1849*

# Discussing Digital

## Digital delivery

Invest in a commissioning process

Invest in a development partner

Invest in experience

Communicate openly and often

Be Proud of what you produce

Expect excellence

Develop a house style

Enjoy it

Google Apps for Work



e.g Google Material Design

Input for output - what do we focus on next?

