



VIRUSFINDER
FÜR DICH. FÜR UNS. FÜR ZUKUNFT.



Complete Communication for Corona Study

astrals goes science: For Heidelberg University Hospital and the Federal Ministry of Education and Research, we synthesize the complete communication of a research study. We start from scratch and create within a very short time: name and slogan, logo and signet, brochure and website.

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Conception and implementation of the entire communication for the Corona research study „Virusfinder“ within a very short time - astrals solved this task magnificently and confidently. Whether in the coordination of the various parties involved or new tasks that were only added during the development process: The cooperation with astrals was constructive and very goal-oriented. Many thanks for the great support during this extremely important study.



Dr. Andreas Deckert
Head of the Corona Research Study
Institute of Global Health, University Hospital Heidelberg

Challenge

We had 14 days for the complete realization of the project - an extraordinarily sporty schedule! Our task: the realization of the entire communication for the study. This included finding a name with a slogan, the creation of a logo and the development of a corporate design as well as the design of the website and the technical preparation (templating). In addition, we designed a 60-page information brochure for test persons, including illustrated instructions on how to participate in the study using 22 individually created illustrations.

The editorial preparation of all content was also in our department. And last but not least, the project coordination with numerous offices and contributors. In the course of realization, several sidequests were added, such as in-depth support of the web team of Dr. Simon Anders and help with the instructional video through re-editing, integration of illustrations or the creation of voice-overs. All this under enormous time pressure and tight deadlines.

Solution

With *Virusfinder*, a name was found for the entire communication that succinctly describes the purpose of the Corona research study and brackets the different phases of the study. The slogan *For You. For Us. For the future.* sums up the general-benefit character of the study.

The appealing, people-oriented layout and the comprehensible approach tailored to the various target groups were developed in such a way that they can be used modularly for the brochure and for the website.



The website is the central instrument of the study. Visually appealing and clearly structured according to target groups, it guides subjects through the study in an understandable and intuitive way. This includes the handling of questionnaires, the use of saliva samples and broad information about the purpose of the study, participation and test application, as well as the possibility to query test results online. Of course, the multilingual site also works perfectly on all mobile devices.

The attractive design of the brochure highlights the importance of the study and at the same time emphasizes its implementation in the interests of the population. It provides comprehensive and comprehensible information to all the target groups addressed. It thus achieves the purpose of confidence building and convinces the test persons to participate. The procedure of the gargle test is described in detail and is presented in a catchy way by means of specially created illustrations.



Realization

Within a very short time, we designed, coordinated and implemented a coherent overall concept across all media.

Our team of experts was on duty 24/7 and, in addition to creativity and expertise, also demonstrated its extraordinary resilience as well as conceptual and planning skills.

We are proud of the implementation according to plan and the successful study.



Even under the greatest time pressure and high commitment, you were always with joy and dedication to the task and fought tirelessly for the success of our project.



Dr. Simon Anders
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The Heidelberg Virusfinder study is a project of Heidelberg University Hospital and takes place within the framework of the nationwide Research Network Applied Surveillance and Testing (B-FAST). Local health departments are supporting the study, which is funded by the German Federal Office of Education and Research (BMBF). The aim of the study is to develop a strategy to detect symptomless individuals at an early stage in order to minimize current limitations. For this purpose, a novel test procedure was developed: by means of a gargle test (saliva sample), individuals can test themselves, the analysis is cost-optimized and forms an alternative to the common PCR test.

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