

“
**WE BELIEVE THAT
 GREAT PR
 SHOULD CREATE
 SUSTAINABLE
 COMPETITIVE EDGE**
 ”

PROFILE-RAISING COMMS FOR AB CUBE

Boosting Industry Visibility & Leadership
 for AI-Powered Multivigilance Safety
 Database Leader AB Cube

AT A GLANCE

MARCOM SERVICES

- Strategy & messaging
- Sales collateral generation
- Social media ownership
- Newsflow & opinion pieces
- Newsletters & case studies

KEY BENEFITS

- Sector-specific expertise
- Responsive support
- Graphics creation & layout
- First-class copywriting
- PR & comms experts

STAND-OUT MARKETING

EvokedSet provides expert marketing services to AB Cube - driving content generation and newsflow as the business scales up the installed CRO, MAH and national agency user base for its best-in-class SafetyEasy® Suite solution.

Paris-based AB Cube offers the industry's most efficient multivigilance safety database, delivering cloud-based, AI-powered pharmacovigilance, materiovigilance, cosmetovigilance and nutravigilance in one unified platform.

EvokedSet supports AB Cube's business development with high-impact comms to generate demand.

BUSINESS IMPACT

From engaging sales brochures and social content to customer newsletters, EvokedSet is raising AB Cube's visibility across its online, social and direct marketing channels - successfully communicating AB Cube's vision, competitive differentiation & innovation edge.

BENEFITS

Director-Level Support

Our PR services are delivered by highly experienced public relations experts who know how to get results.

Sector Experts

We are B2B experts, with extensive expertise in innovation markets - from life sciences, biotech and pharma to telecoms, electronics and deep tech.

Outstanding content creators

We are content strategy specialists. We are easy to brief and pride ourselves on delivering pitch-perfect copy - first time and every time.

Cost-effective and right-sized

Our integrated marcom campaigns create a compelling narrative, driving growth and success for start-ups, scale-ups and global brands.



"EvokedSet is helping to drive increased market visibility for AB Cube and a higher profile for our brand. As our established marketing partner, EvokedSet is providing valuable expertise as we expand delivery of our vigilance management solutions to the global life sciences market."

MATTHIEU DORESSE

Founder & CEO, AB Cube