

Welcome to the WESE CREATIVE STUDIO

We specialize in a wide range of creative solutions, all aimed at taking your projects to the next level. With a keen eye for detail and a passion for innovation, our talented team is here to turn your ideas into visually stunning realities.

Our comprehensive suite of design services covers everything from crafting captivating branding and identity materials to designing user-friendly websites and eye-catching print materials.



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inquiry



The GBS
system



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team



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us

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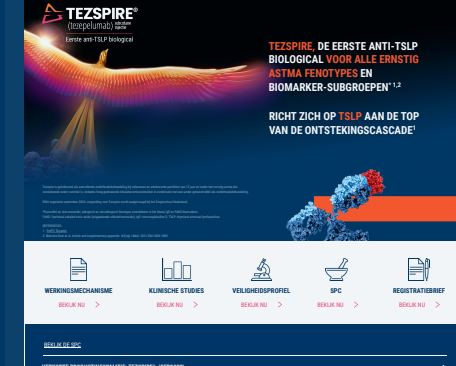
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A selection of website projects

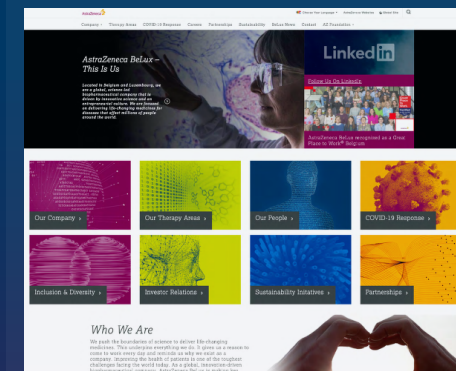
Our web design capabilities allow us to collaborate at different stages in a website project. Our website samples below are examples of projects where design has been picked up from scratch or we assisted agencies in their final stage to be adapted to development requirements, and this is our main goal: delivering websites aligned with technology requirements while always following brand and corporate guidelines.



Everybody protected BeLux



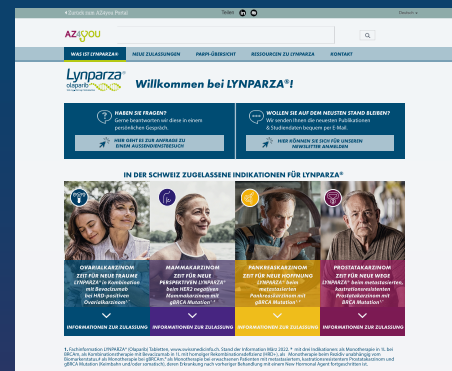
Teszipire NL



AZ BeLux



LivingWith CLL BeLux



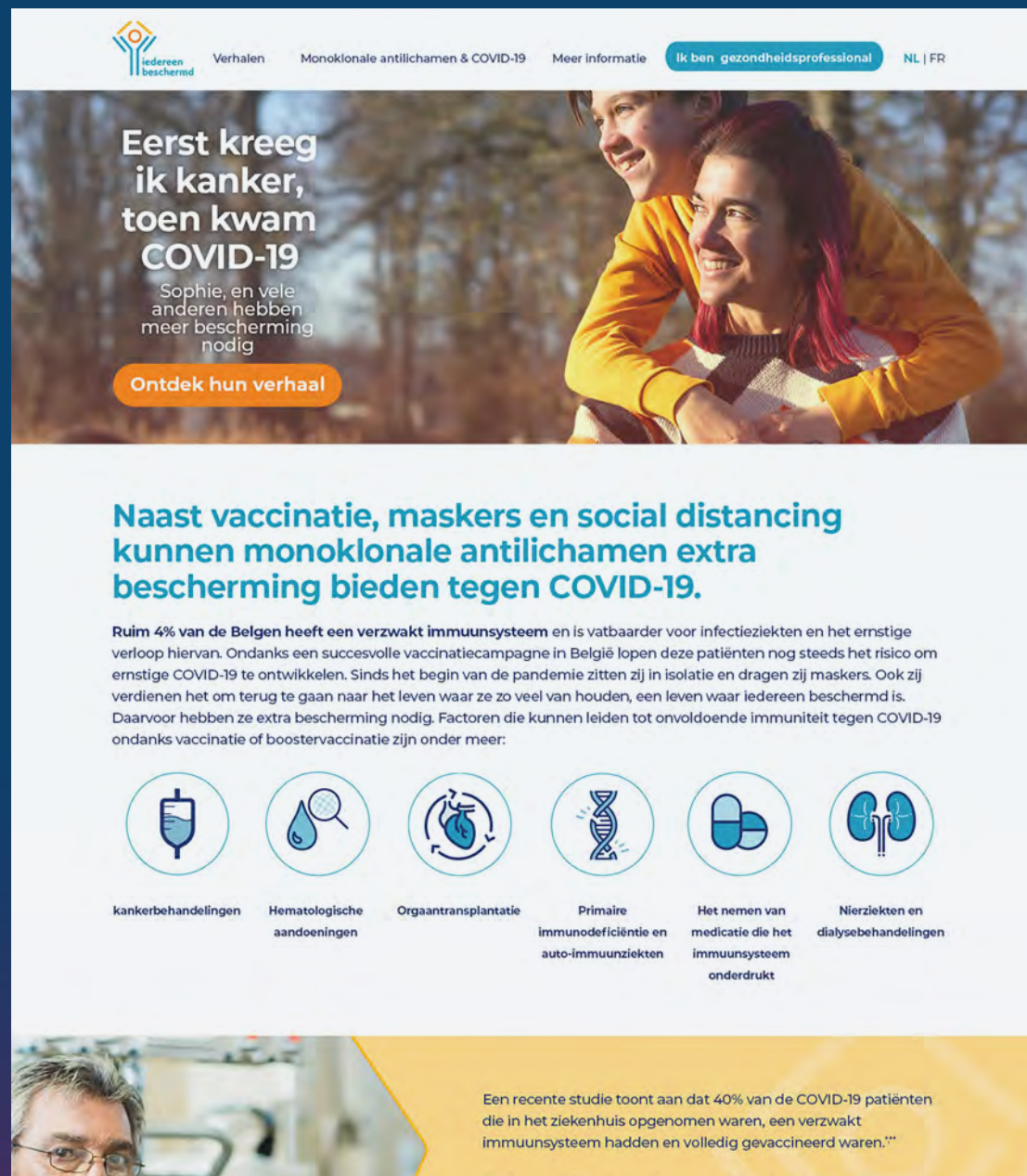
Lynparza CH

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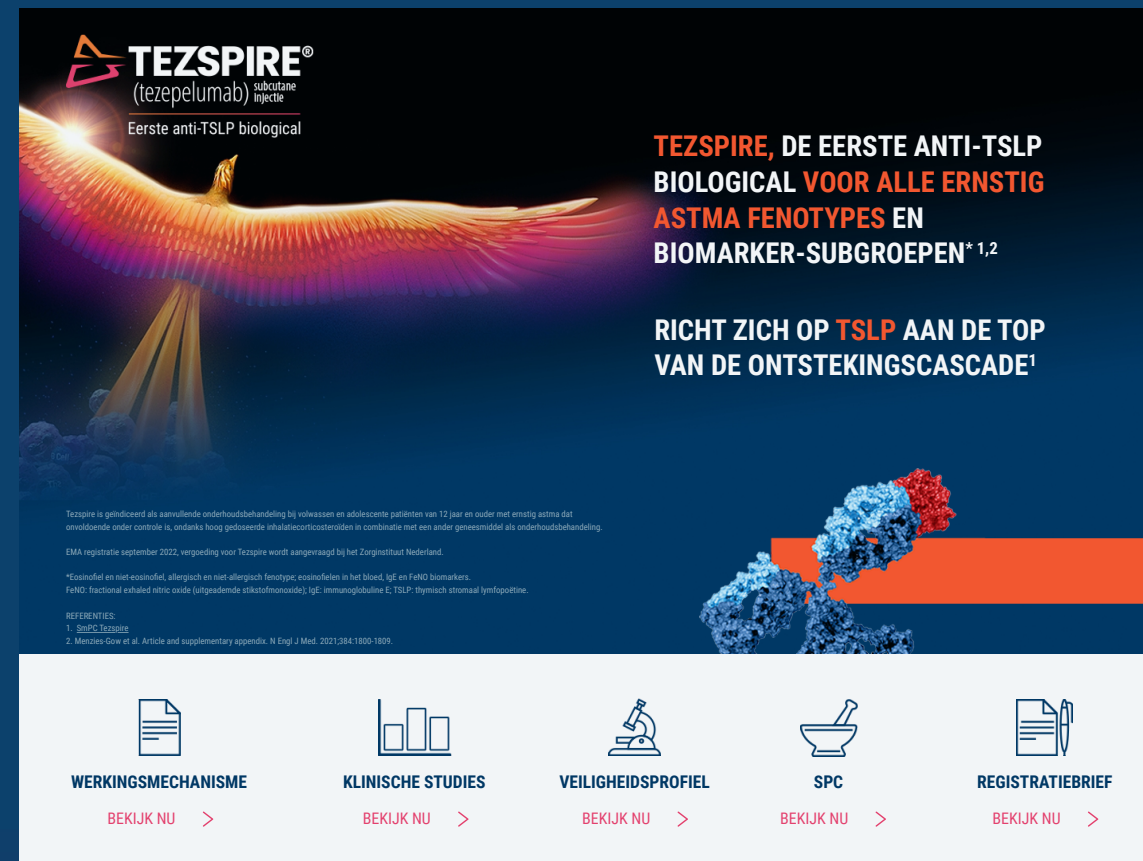
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Everybody protected BeLux

On this patient website example, our collaboration consisted in adapting branding campaign guidelines from a local agency to the required development framework utilized in all AZ digital projects. In the mockups below please pay attention to the quiz part of the website, this can be achieved with existing components for all AZ website types.

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▼ Dit geneesmiddel is onderworpen aan aanvullende monitoring. **Farmaceutische vorm en samenstelling:** Oplossing voor injectie in gevulde spuit (injectie). Elke gevulde spuit bevat 210 mg tezepelumab in 1,91 ml oplossing (110 mg/ml). **Farmacotherapeutische categorie:** geneesmiddelen tegen obstructieve luchtwegaandoeningen, andere systemische geneesmiddelen tegen obstructieve luchtwegaandoeningen. **ATC-code:** R03DX11. **Indicatie:** Aanvullende onderhoudsbehandeling bij volwassen en adolescentie patiënten van 12 jaar en ouder met ernstig astma dat onvoldoende onder controle is, ondanks hoog gedoseerd inhalant corticosteroïden (c.c.m.) en ander geneesmiddel tegen astma. **Dosering en wijze van toediening:** De behandeling moet worden gestart voor een arts die ervaring heeft met de diagnose en behandeling van ernstig astma. De gebruikelijke dosering is 210 mg via subcutane injectie elke twee weken. Bij patiënten met ernstige astma kan de dosering tot 420 mg per week worden verhoogd. De behandeling moet worden voortgezet op basis van de mate waarin het astma onder controle is. Als een dosals werd gemist, moet deze zo snel mogelijk alsnog worden toegediend. Daarna kan de dosering hervat worden op de geplande dag van toediening. Er mag geen dubbele dosis worden toegediend. Een patiënt of verzorger van de patiënt mag dit geneesmiddel zelf toedienen na een goede training over de bereiding (toediening (subcutane injectiechek)) volgens de gebruiksaanwijzing. Dit middel moet worden geïnjecteerd in de dij of buik behalve in de 5 cm rond de navel. Alleen als een beroepsbeoefenaar of verzorger de injectie toedient, kan de bovenarm ook worden gebruikt. Het mag niet worden geïnjecteerd in gebieden waar de huid gevoelig is, blauwe plekken heeft, of erythematous of verhard is. Het wordt aanbevolen om bij elke injectie de injectieplaats af te wisselen. **Contra-indicaties:** Overgevoeligheid voor de werkzame stof of een van de hulpstoffen. **Waarschuwingen en voorzorgen:** Tezpire ma niet worden gebruikt voor de behandeling van acute astma-exacerbaties. Patiënten moeten worden geïnstrueerd om medisch advies in te winnen als hun astma niet onder controle blijft of erger wordt na het begin van de behandeling. Abrupte behandeling van corticosteroïden na start van de behandeling wordt niet aanbevolen. Indien nodig dient een verlaging van de corticosteroïd dosering geleidelijk en onder toezicht van een arts uitgevoerd te worden. Overgevoeligheidsreacties (waaronder anafylaxie, huiduitslag) kunnen optreden na toediening van tezepelumab. Deze reacties kunnen binnen enkele uren na de toediening optreden, maar in sommige gevallen kunnen ze met vertraging optreden (d.w.z. dagen). Een voorgeschiedenis van anafylaxie die geen verband houdt met tezepelumab kan een risicofactor zijn voor anafylaxie na toediening van Tezpire. Patiënten dienen na toediening van Tezpire volgens de klinische praktijk geobserveerd te worden. In het geval van een ernstige overgevoeligheidsreactie (waaronder anafylaxie) dient de toediening van tezepelumab onmiddellijk te worden beëindigd en een passende behandeling zoals klinisch geadviseerd te worden geïnitieerd. Het blokkeren van thymisch stromaal lymfopoïese (TSLP) kan theoretisch het risico op ernstige infecties verhogen. Patiënten met reeds bestaande ernstige infecties moeten behandeld worden tot de behandeling met tezepelumab wordt gestopt. Als patiënten een ernstige infectie ontwikkelen tijdens de behandeling met tezepelumab, moet de

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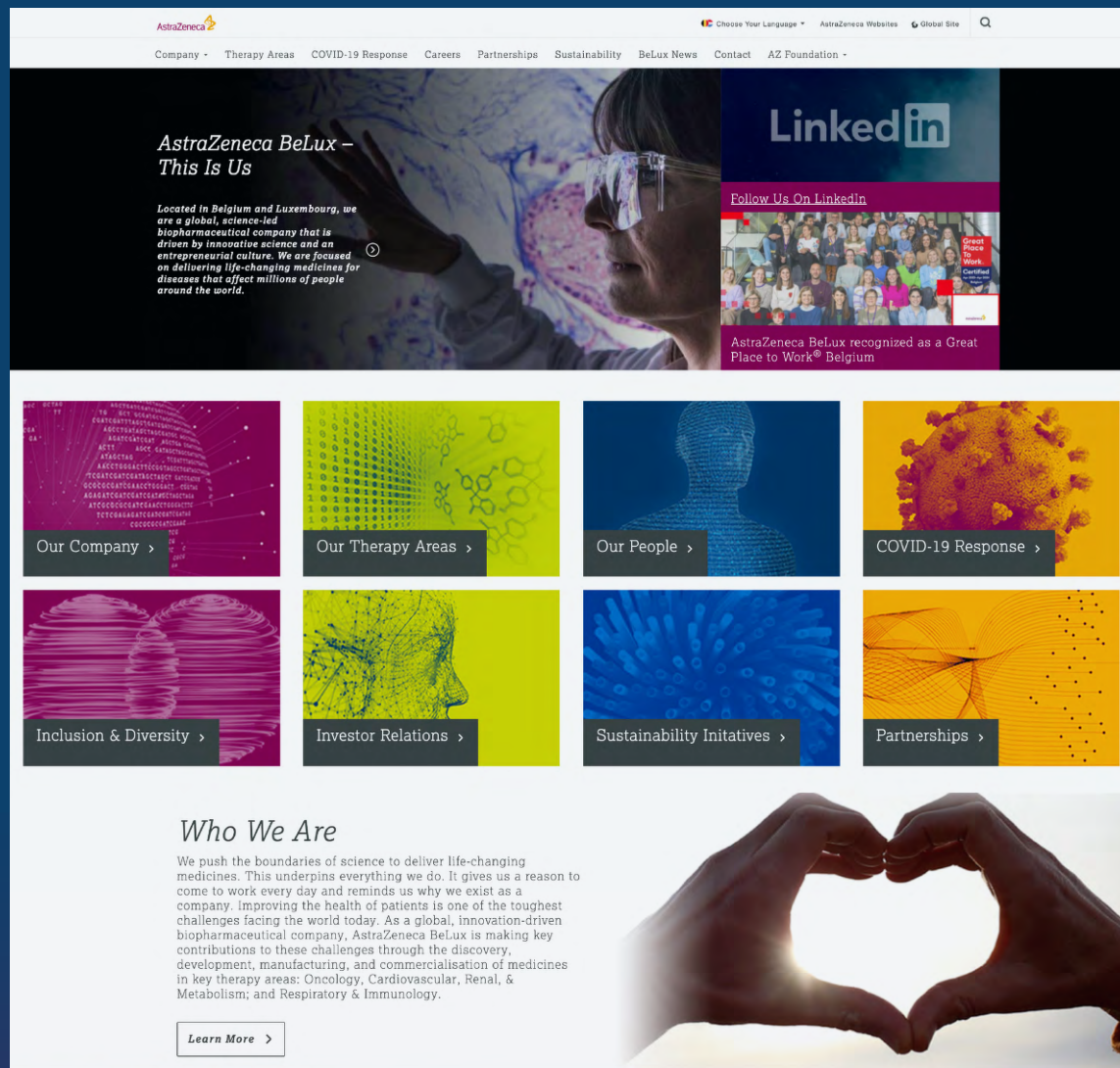
AZ Belux corporate website

Pushing over technical boundaries, the BeLux corporate website serves as an example of breakaway creativity efforts in order to make this corporate website standout. That was the goal set for us by this market from day one on every update done on the corporate page, and to achieve this, we required close working iterations with the corporate global dev team.

Live view

Desktop view

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LivingWith CLL patient website

The BeLux LivingWith patient family websites is an effort to gather multiple disease types under one umbrella campaign targeted at patients in need of disease information and the impact on their lives. We have provided the necessary brand adaptations for each featured disease page, so far adapting an original agency concept that has evolved significantly due to the amount of information that each disease type requires.

Desktop view

Mobile view

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VAE

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AZ Actual Newsletter

This is an example of an MCRM created in Showcase for the Swiss AZ Actual BEEPs Newsletter. Designed to captivate and inform, our email designs ensure a profound understanding of your target audience. Join us in revolutionizing your communication strategy.

[PDF view](#)[Case studies index](#)

AZ Actuel

{{customText(255|default text)}}

Connaissez-vous déjà l'étude BEEPS?¹ Lors du congrès commun de la SSP/SSC de cette année à Bâle en juin, des données spécifiques à la Suisse sur le benralizumab issues de la pratique clinique ont été présentées pour la première fois.²

BEEPS signifie «Utilisation of Benralizumab in the Clinical Practise in Severe Eosinophilic Asthma Patients in Switzerland» C'est une étude d'observation prospective à un bras menée en Suisse sur l'efficacité et la tolérabilité du benralizumab, dont l'objectif est de recruter 73 patients souffrant d'asthme sévère non contrôlé.



La durée de l'étude est 56 semaines et le critère d'évaluation principal est la modification du contrôle de l'asthme (selon ACQ-5*) 8 semaines après le début du traitement avec le benralizumab par rapport à la ligne de base.¹

Demander une visite du service extérieur (MSL)

Demander une visite du service extérieur (MSL)
mailto:riadministration@astrazeneca.com?subject=Demander%20une%20visite%20du%20service%20extéri

Envoyer le poster

Envoyer le poster
mailto:riadministration@astrazeneca.com?subject=Envoyer%20le%20poster

Conclusion:²

- Le traitement ciblé de l'inflammation éosinophile chez les patients souffrant d'asthme sévère à éosinophiles avec le benralizumab entraîne une nette amélioration de la contrôle des symptômes de l'asthme.
- La réponse a commencé dès une semaine après le début du traitement par le

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Digitopia newsletter template

For this project we tested email development with Knak for the first time. We were asked to provide a reusable newsletter template design adapted to the ongoing internal omnichannel campaign in BeLux, and because of that Knak is definitely an on-par tool to deliver engaging email communications.

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[CTA Button](#)

- Section title -

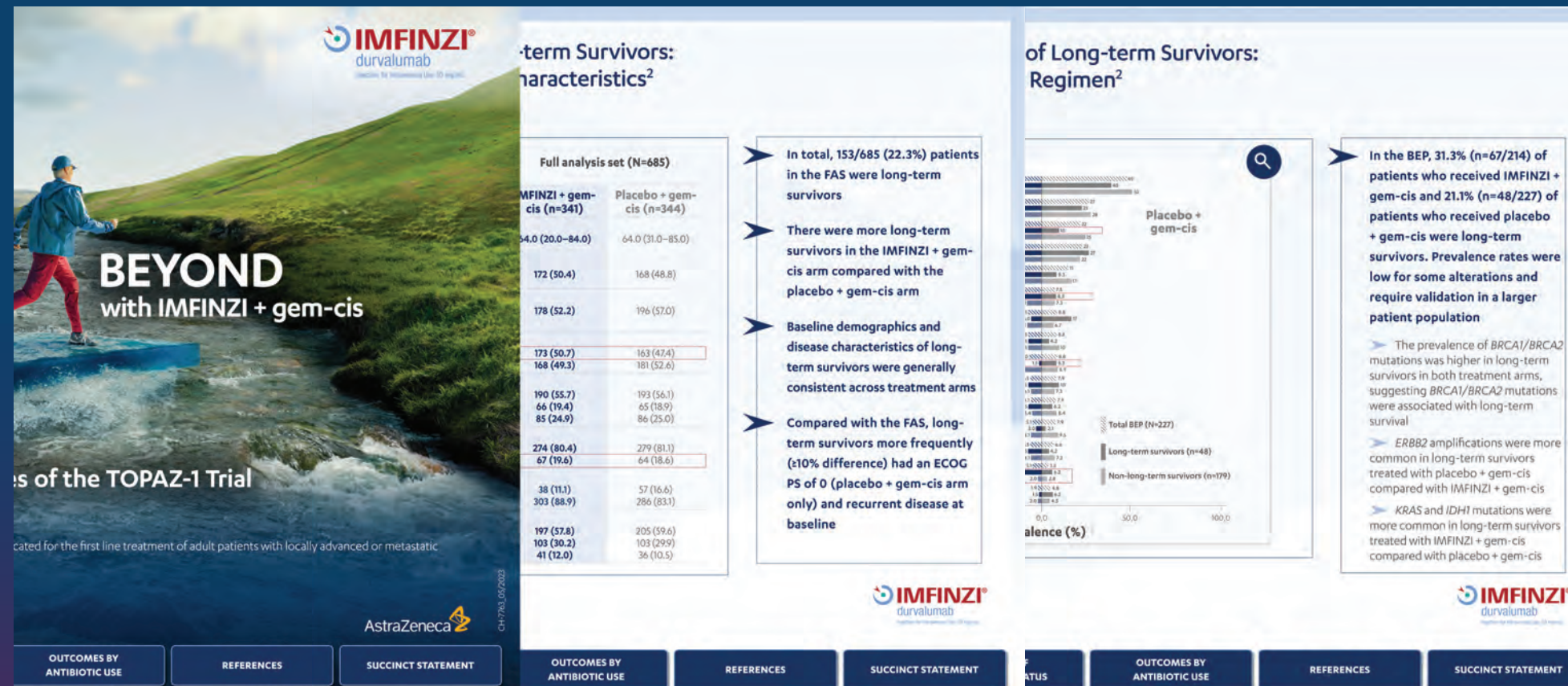


Main subject title

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ut labore et dolore magna aliqua.

Imfinzi Topaz 1 study I-detail

This is one of our powerful projects: an iDetail Interactive PDF tailored for IMFINZI within the Swiss market. It empowers sales representatives to effectively showcase IMFINZI's latest research results to healthcare professionals (HCPs). Enhanced by a user-friendly interface and featuring clickable elements, the iDetail PDF enables salespeople to confidently and dynamically present updates about IMFINZI and streamline the presentation of complex information.

 PDF view

Videos [Share this slide](#)

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Video animation and more

Looking to make your EVENT/ BRAND truly unforgettable? Our design team is here to transform your vision into a stunning animated video. With high-resolution graphics that shine on any screen, we'll help you captivate your audience. Let us bring your event to life with our expert video creation.

[Watch the video](#)[Case studies index](#)

RISSE®
more targeted, more effective*

ADJUVANT TAGRISSO®¹

-73% reduced risk of recurrence or death
versus the control arm in patients with
resected EGFRm NSCLC in stage IB-III²
HR=0.27 (95% CI: 0.21-0.34)

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Banner ads [Share this slide](#)

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Linkedin banner campaign ads

We provide on-going support for digital ad campaigns, mainly for Linkedin-based postings, such as this non-branded example, Dutch magazine "Heart Life" always sticking to Linkedin ads best practices.

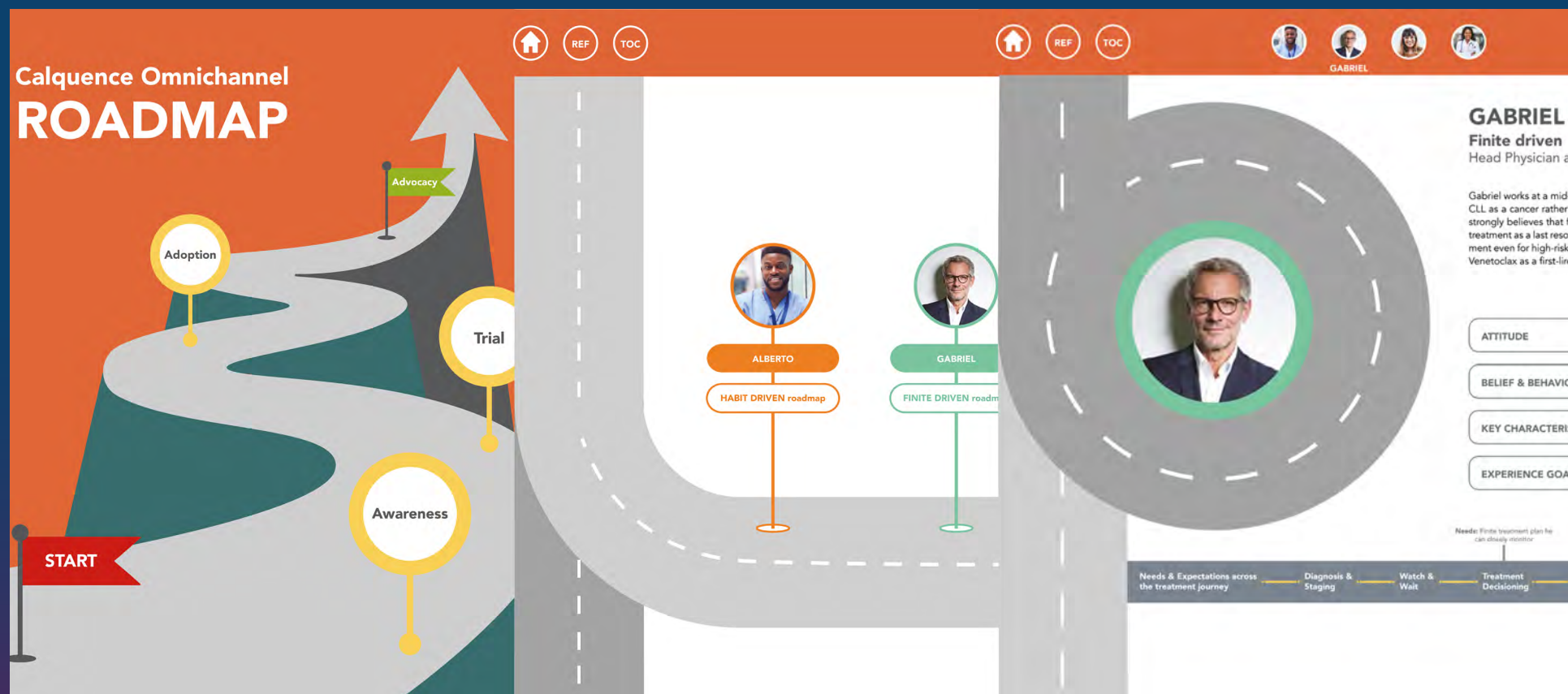
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Calquence I-PDF

The creation of the Calquence interactive PDF as part of the brand's omnichannel campaign was requested with the intent to convey significant messages on the efficacy, advantages and ease of administration and management of the medication. The project was divided into two parts - a wire frame, which is detailed, yet shaped in a way that would serve the user experience at its best, as well as a carefully designed clickable PDF document, whose impactful, easy to use and eye-catching layout translates the wireframe to the user and visualizes all the aspects that make Calquence the right therapy for its patients.

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Infographics

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AZ leave behind poster illustration

For this Forxiga non-branded illustration, we adapted from nom-sig-provided material into a design concept that intends to communicate clear information in an appealing way. This is the main concept to deliver effective infographic materials.

PDF view

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DIABETES TYPE 2

DOELORGANEN

Van verschillende veel gebruikte medicatieklassen bij diabetes type 2 wat betreft het glykemisch effect ¹

METFORMINE

- Remt glucoseproductie in de lever
- Vertraagt de opname van glucose in de darmen
- Verlaagt de insulineresistentie van cellen

SU

Stimuleert de insulineproductie in de pancreas

SGLT2-REMMER

Blokkeert de SGLT2-receptor in de nieren, waardoor o.a. overtollig glucose via de urine wordt uitgescheiden.

DPP4-REMMER

Stimuleert de insulineproductie en remt glucagonproductie in de pancreas door de afbraak van incretinehormonen te remmen

GLP1-RA

- Activeert de GLP1-receptor
- Stimuleert de insulineproductie en remt de glucagonproductie in de pancreas
- Vertraagt de maaglediging en verhoogt het gevoel van verzadiging

WAAROM DIABETES BEHANDELEN?

Beschermen van bloedvaten in o.a. nieren, hoofd, hart, voeten en ogen.

Chronische Nierschade



Beroerte



Hartfalen & Hartinfarct



Aderverkalking



Journal ads

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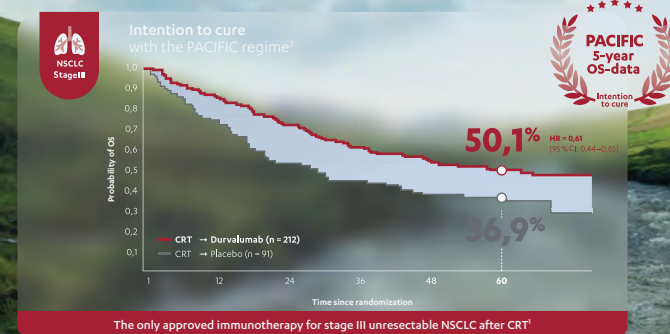
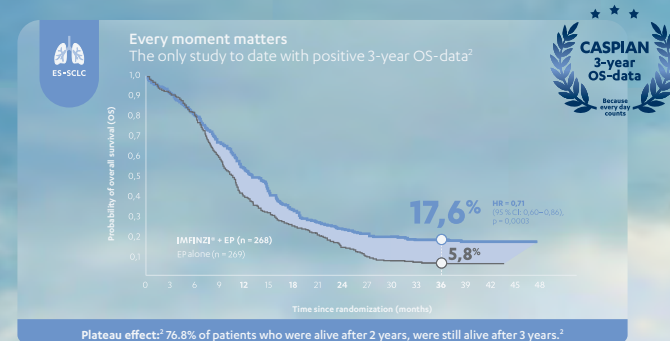
Imfinzi journal ad

The journal ad as part of Imfinzi's new branding has been created to launch the brand in a completely new and improved look. Using high quality sources of key imagery, color and various visual elements as part of their new branding, we strived for a bespoke, eye catching yet informative and detailed asset. The idea was to design an asset which reflects our understanding for the audience's needs but also resonates an uplifting and inspiring objective.

PDF view

REACH BEYOND

Achieve more with IMFINZI® (durvalumab)
as a human PD-L1 inhibitor¹



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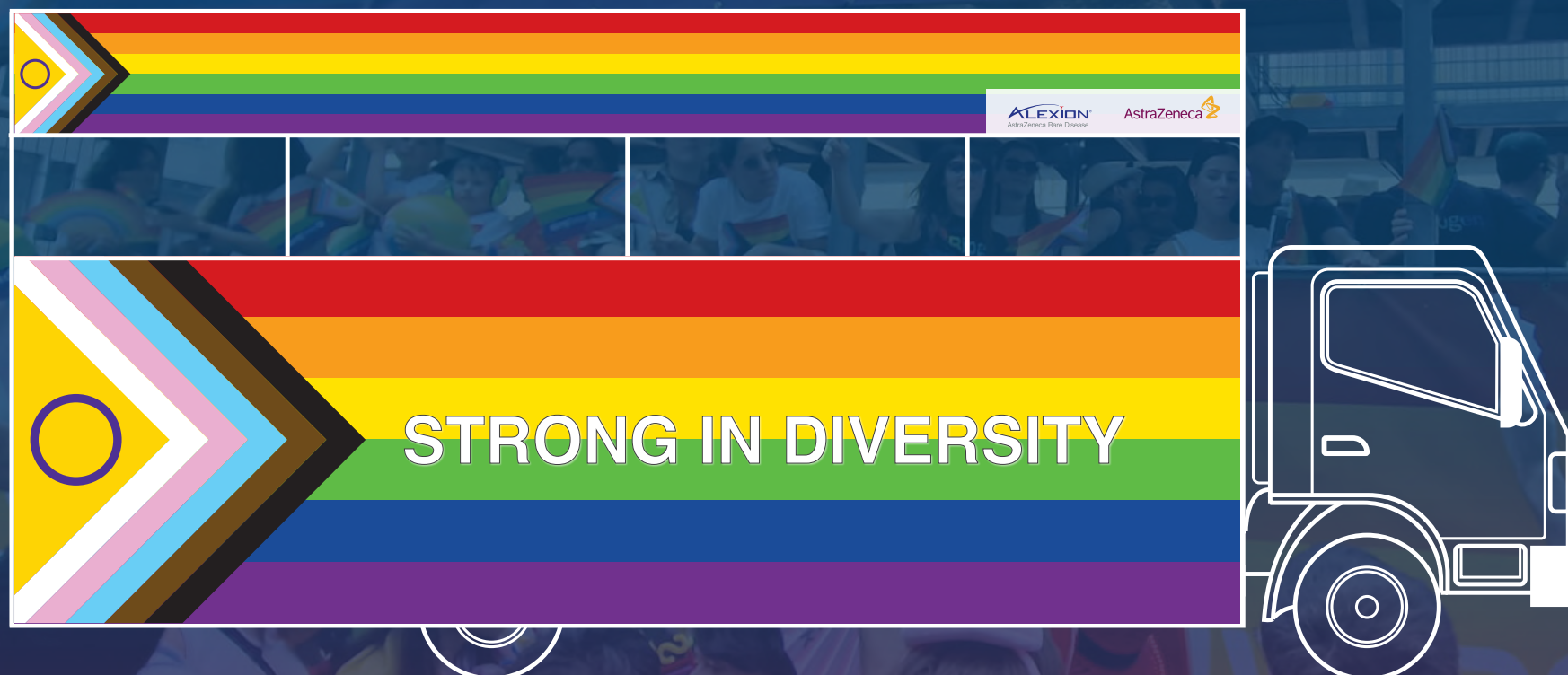
[Start an Event asset inquiry](#)

Zurich Pride-Truck event material

Design of a truck banner for the pride 2022 in Switzerland.

 PDF view

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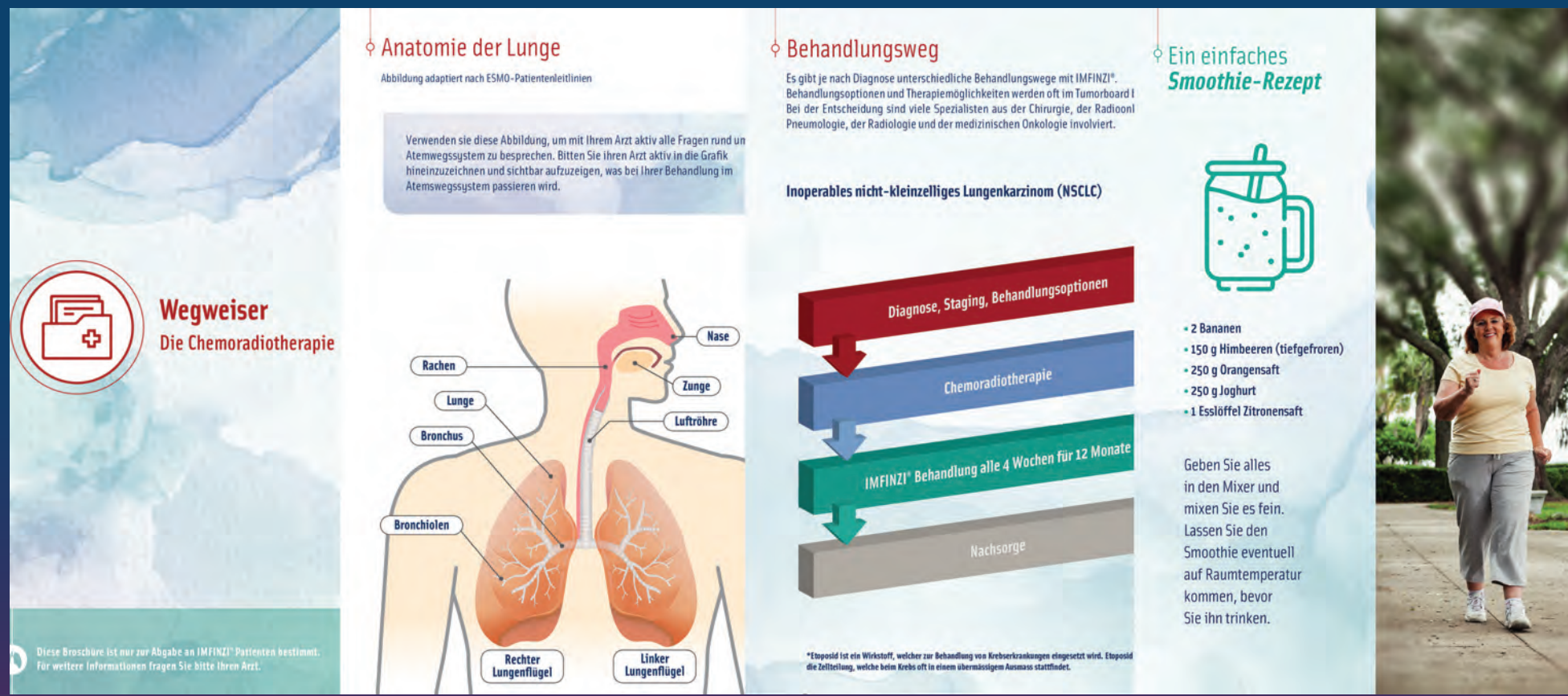


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Imfinzi brochure

The Imfinzi CRT brochure is one example of our commitment to deliver highly functional and aesthetically pleasant design solutions. The intent behind the creation and design of the brochure is to provide patients with valuable medical information through detailed and visualized descriptions of procedures and aftercare. Through our work, especially the assets intended for patient use, we strive to make their experience as seamless as possible, to create materials that are helpful, informative, and easy to understand and use, while using each brand's guidelines to their fullest potential and thereby translating their value in regards to patient care.

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Presentations [Share this slide](#)

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EUCAN PPT template

The PowerPoint presentation has been carefully crafted to serve as a template for a EUCAN strategy event. The request for a minimalist, clean design was translated through an attentive choice of color and shapes, which would not distract from the content but rather serve its informative character. The variation of the slides' design allows for various kinds of text, tables and imagery to be positioned as necessary, while reflecting our deep sense for the function of the designed asset.

[PPT view](#)[Case studies index](#) **OneEUCAN**
TA Strategy Event **OneEUCAN**
TA Strategy Event

Click to add title

Click to add subtitle

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Logos

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Our latest logo creations

In our design studio, we approach logo creation from the initial simple sketch to the final presentation, we meticulously craft your brand's visual identity. We provide real examples along the way, allowing you to see your logo take shape and ensuring it resonates with your brand's vision.



MENTAL HEALTH
& WELLBEING

Mental Health & Wellbeing



Transforming Healthcare



IBEX Switzerland

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Logo "Mental Health & Wellbeing"

The "Mental Health and Wellbeing" logo has undergone a meticulous journey, evolving from its initial concept sketches to real-world applications. At every stage, the focus has been on aligning it with the core values of mental health promotion. By showcasing the logo on screens and in diverse contexts, Clients have had the chance to see its meaningful effect. The end result is a logo that encapsulates their vision and effectively represents the essence of mental health and wellbeing.

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Transforming Healthcare

This logo was created for the needs of AZ's Summer Cycle Meeting. Starting from scratch, a careful amount of research was conducted in order to create a highly functional visual symbol for the event. We take our research as part of the design process extremely seriously because we believe that it is the core in the creation of an asset. The symbol as part of the logotype was a great challenge and a chance to explore our creative limits, which we strive to break each day.

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**Transforming Healthcare
Ecosystems through**
Account working
Practice Change@Scale

**BBU All Company Day &
BBU Summer Cycle Meeting**
23.-25. August 2023
Congress Hotel Seepark
Seestrasse 47 - 3602 Thun



**Transforming Healthcare
Ecosystems through**
Account working
Practice Change@Scale

**BBU All Company Day &
BBU Summer Cycle Meeting**
23.-25. August 2023
Congress Hotel Seepark
Seestrasse 47 - 3602 Thun



**Transforming Healthcare
Ecosystems through**
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Practice Change@Scale

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Congress Hotel Seepark
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Logo IBEX team Switzerland

Creating the logo for IBEX Team Switzerland was a journey from initial sketches to showcasing it in real-world applications. Each step was carefully aligned with the team's brand identity, and their satisfaction was our priority. The final logo (logo n 2) resonated with their vision and symbolized their brand identity perfectly.

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LOGO 2

on light background



on dark background



LOGO 3

on light background



on dark background



LOGO 4

on light background



on dark background



Digital panels [Share this slide](#)

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Forxiga CKD

Enhance the online presence and social media influence of your brand or event with our professionally crafted animated banners (GIFs). We excel in elevating your brand or event's visibility and effectively engaging your audience across diverse platforms through the use of dynamic visual content.

[Animation view](#)[Case studies index](#)

**Martin,
a CKD patient without T2D***

*with eGFR 25 – 75 ml/min per 1.73 m2 and UACR > 20 mg/mmol

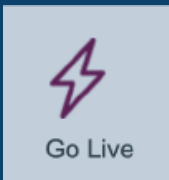
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What you need to know

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Project required stages

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[Go to the "websites" section](#)

Design examples from global

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AZ experience library

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AZ essentials

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AZ experience library

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Content manuscript template

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Other assets also needed for this project?

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