

Toward Poster 2.0: a Gilead Template Initiative

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Key Findings



Competitor benchmarking and stakeholder surveys identified consistent formatting, streamlined content, and focal points/summary boxes as critical elements that make congress posters easier to read and more memorable



We built a new poster template that incorporated these design considerations and piloted it at key congresses



Almost 60% (58 of 103) of external audiences surveyed preferred this new template over alternatives

Conclusions



Informed by poster 2.0 principles, we achieved enhanced visual appeal, accessibility, and flexibility with the newly designed poster template and its variants

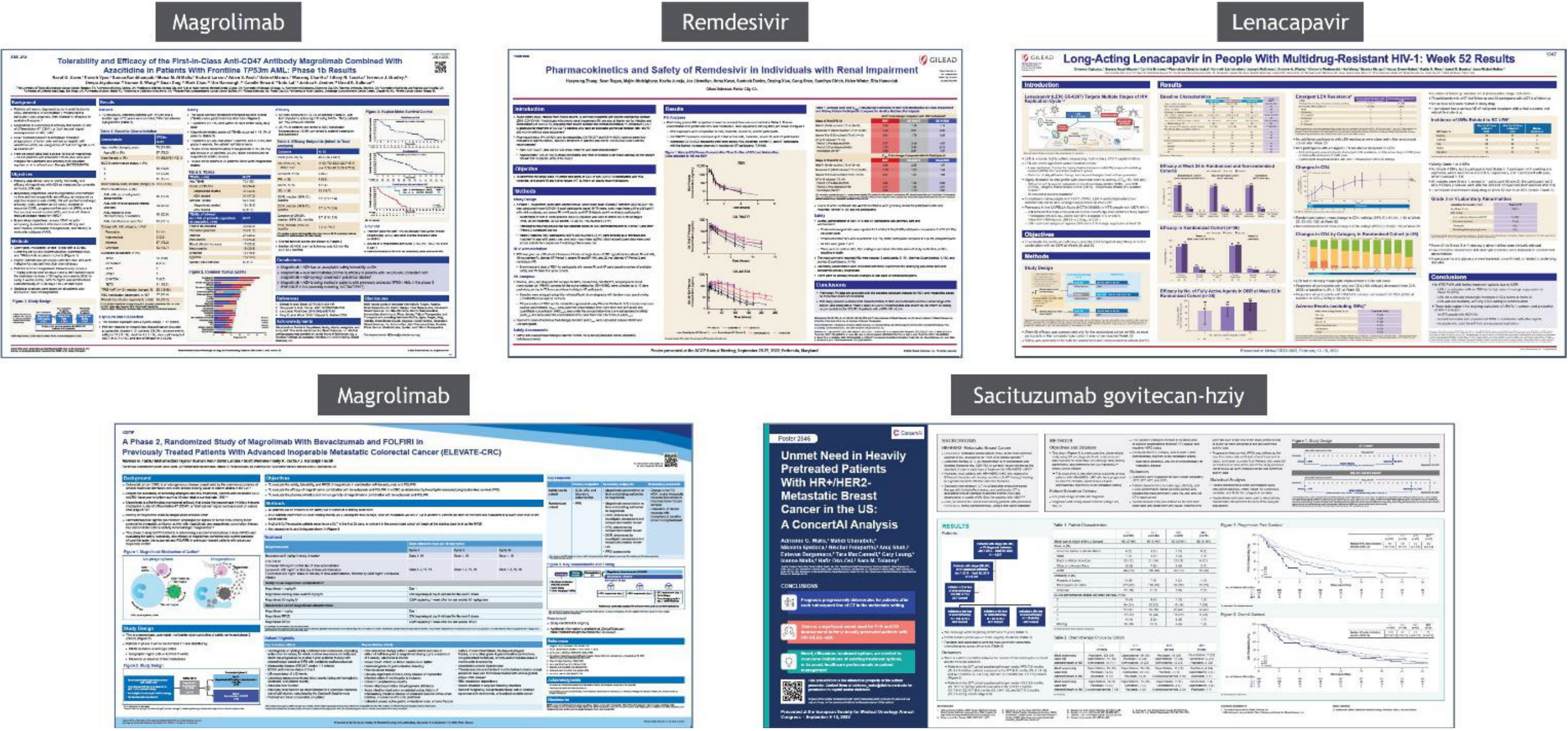


We anticipate stronger engagement with patients and HCPs as a product of the new template's enhanced storytelling format

Background

- Gilead Sciences markets **≈30 therapies** across virology, inflammation, and oncology
- Between commercialized products and developmental compounds, Gilead sponsors approximately **240 poster and oral presentations** at scientific congresses each year
- Challenge:** Therapeutic-area teams were each applying their own styles, so there wasn't a single, unified Gilead look (**Figure 1**)

Figure 1. Gilead scientific posters across therapy areas



Objective

- To develop a cohesive, uniformly recognizable style for Gilead's congress posters that would enhance **readability, accessibility, and memorability**
- We also hoped to achieve...



Increased impact, interest, and audience



Time savings and efficiency

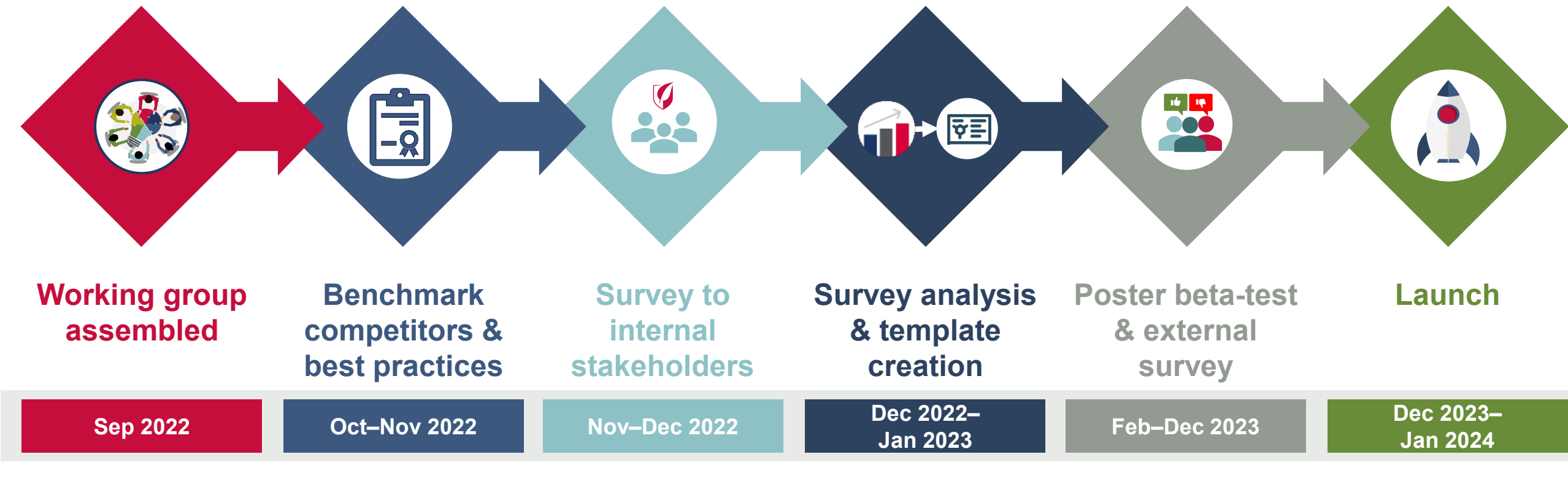


Recognizability

Methods

- The Gilead publications team, representing 3 therapeutic areas, **formed a working group** that included members of Gilead's in-house graphics team and our agency partner to execute the template-update process (**Figure 2**)
 - Benchmarking analysis of biotech/pharma congress posters
 - Cross-functional, anonymous surveys (see supplement linked via QR code) of Gilead **stakeholders** to identify preferred design elements
 - Key functions—preclinical, clinical development, HEOR, medical affairs, and program strategy leadership—from **3 therapeutic areas**: Survey response rate, **28 of 45 (62%)**
 - Publications team members**: Survey response rate, **15 of 18 (83%)**
- The working group developed several template options and variants reflective of industry standards and survey respondents' preferences
- We then chose a pilot template to beta-test at 2023 scientific congresses
 - External audiences surveyed during beta-testing (see supplement linked via QR code)
- The development process took about **15 months**

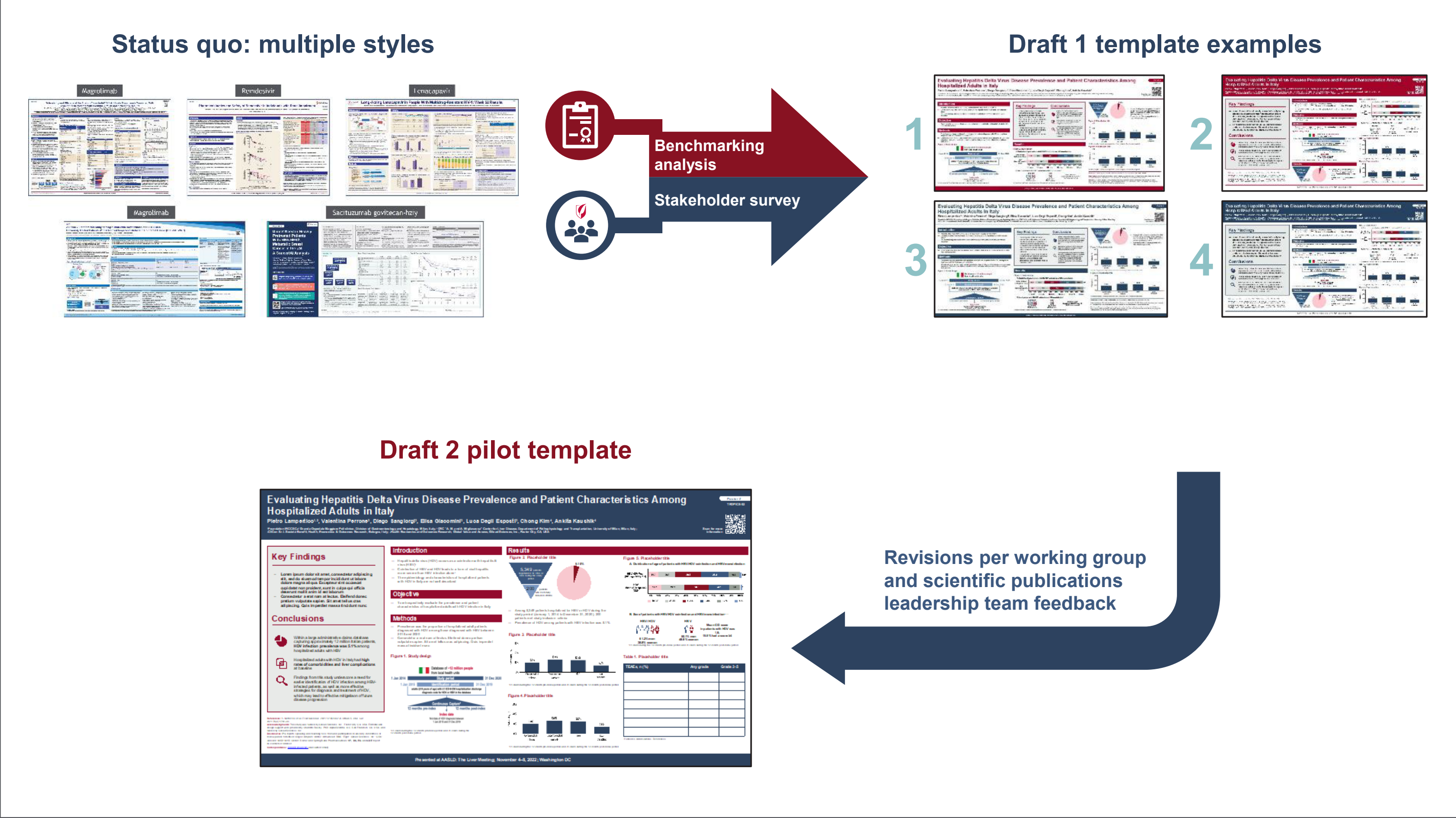
Figure 2. Gilead scientific congress poster template update process



Results

- Benchmarking analysis indicated consistent formatting, streamlined content, and nontraditional elements—like **focal points and summary boxes**—made posters easier to read and more impactful
- Feedback from Gilead's cross-functional colleague surveys and interviews corroborated this
 - Nevertheless, nearly **25% of stakeholders** voted for the "classic" poster
- Working group and scientific communications leadership reviewed poster template drafts and chose a pilot to beta-test at congresses (**Figure 3**)

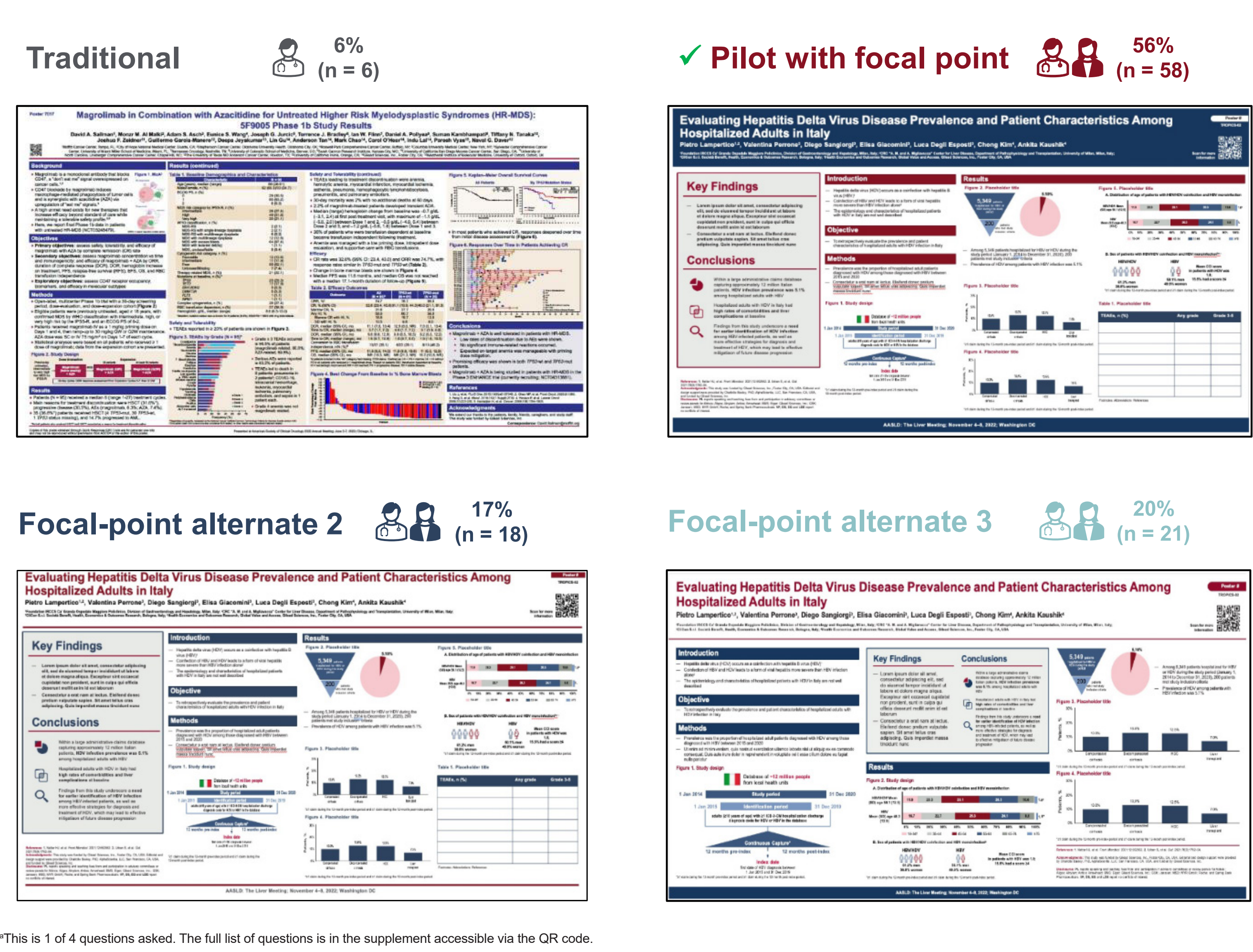
Figure 3. Feedback-guided design evolution of the Gilead poster template



Pilot template testing and external feedback

- We rolled the pilot template out at 2023 congresses and surveyed external audiences, including HCPs, congress-goers, and MedComms professionals
- In total, **94% (97 of 103)** of HCP and MedComms survey respondents selected 1 of 3 variants that included a focal-point box vs a traditional layout (**Figure 4**)
 - The majority, **56% (58 of 103)**, preferred the pilot template over the other options

Figure 4. External audience survey^a



Template launch

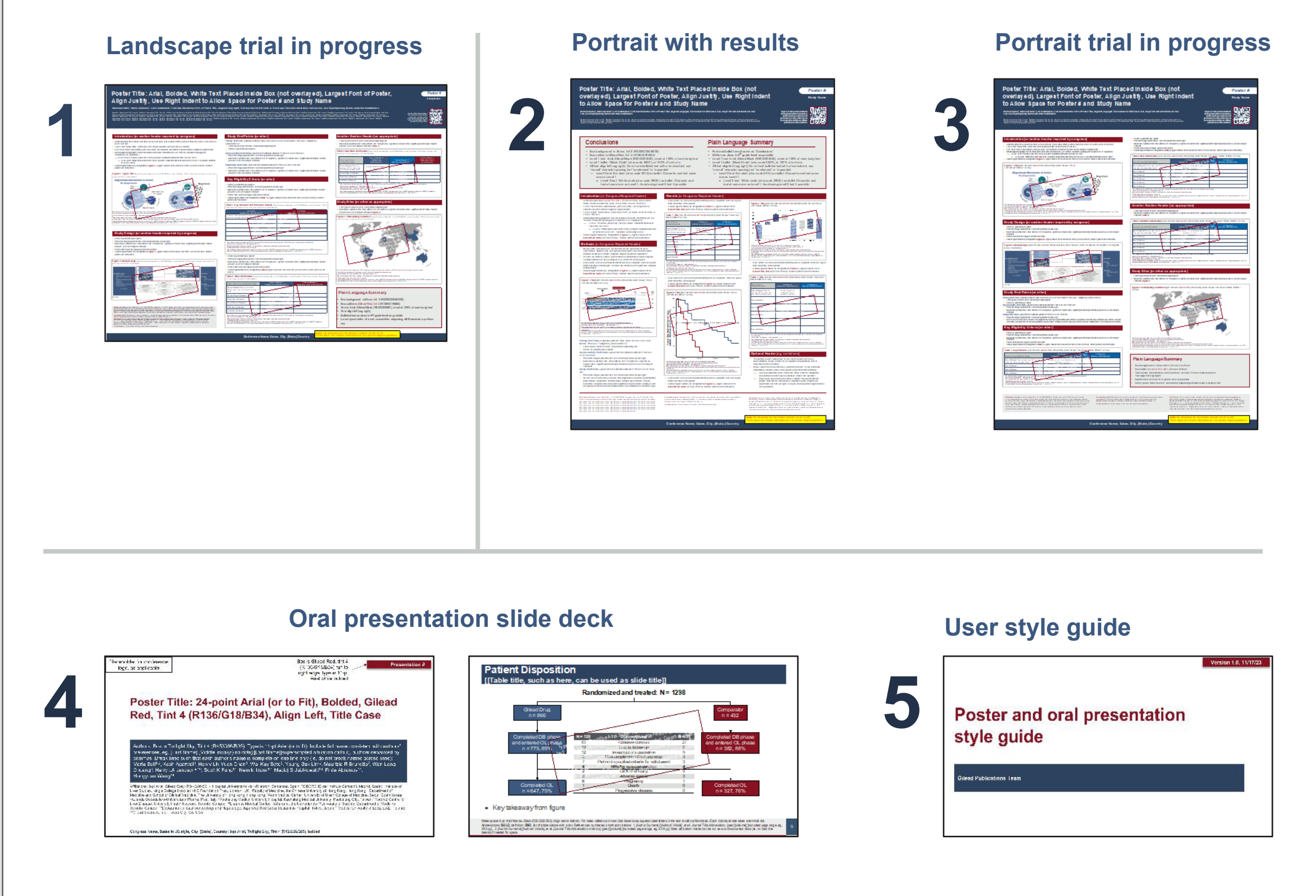
- The working group made final updates to the pilot template based on the feedback collected and launched it across the organization (**Figure 5**)

Figure 5. Launched Gilead poster template (landscape orientation)



- The working group developed **3 additional adaptations** of the poster template, including portrait orientations and trial-in-progress posters (**Figure 6** and supplement linked via QR code)
- We also created a **companion oral presentation** template incorporating the style and design elements of the new poster template
- Finally, we developed a detailed user guide describing the **format, colors, and style** and how they are to be deployed in the new templates (**Figure 6**)

Figure 6. Additional launched template resources



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Disclosures: TM, AC, RP, SS, QW, FJ, and MT are employees of Gilead Sciences, Inc., and participated in this project as employees of Gilead. SD was a Gilead employee and participated as a working group member for this project. LMC and GB are employees of Red Nucleus, which was engaged as a contracted partner in the development of this project.