



SUCCESS CASES

ABBVIE – AEPSO. **AN INTEGRATED STRATEGY** **TO INCREASE PSORIASIS** **AWARENESS**

NSB®
a user-friendly agency

STRATEGICALLY REACHING PATIENTS WHERE IT MATTERS

SUMMARY

ABBVIE is a global biopharmaceutical company and market leader in innovative research for patients with psoriasis, as well as in the manufacturing and distribution of pharmaceutical products across the globe. In Argentina, ABBVIE is collaborating with AEPSO, a non-profit association that helps psoriasis patients. AEPSO is managed by TV presenter Silvia Fernández Barrio and offers help to people affected by this disease so they can obtain access to the appropriate treatment. NSB was selected by AEPSO based on the agency's extensive experience in creating strategic communications for other pharmaceutical companies, such as Janssen-Cilag, Menarini and BMS.

OBJECTIVES

An estimated one million Argentinians currently suffer from psoriasis. It is a common illness although its symptoms are not easy recognizable. Thus, together ABBVIE and AEPSO needed to reach a massive audience with a direct message in order to help psoriasis patients who could be under-diagnosed or receiving treatment that does not have a scientific base. The objective was clear: generate traffic to dermatology doctors to enable the highest possible number of patients to receive a free professional diagnosis or a better treatment.

STRATEGIC CREATIVITY PROPOSAL



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At NSB we understood that psoriasis patients feel exposed at all times, either by fiscal discomfort or by aesthetic factors. Therefore, we planned and prepared to launch various activities that used informative and empathy messages that would connect 100% with the targeted audience. We decided to launch our campaign on World Psoriasis Day, to maximize an existing limited budget. Through radio, TV, newspapers and social media networks, we broadcast a campaign that communicated to prospective psoriasis patients how and where they could obtain a free diagnosis. The digital aspect of the campaign was centered on Google Adwords and Display Network. We created different display banners and also we ran more than 50 different promotional posts via Twitter, using the hashtag #psoriasis. There also was a built-in “call to action” for direct contact with AEPSO. We came up with a tagline that summed up the entire campaign and gave patients hope: “Do not feel exposed, psoriasis can be controlled.”



RESULTS



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**1 ONE
MONTH
4 STATES**
**+THAN 1.500.000
INTERACTIONS**



Rate engagement (Argentina) between 1 and 2,5%

Google™
**8.306.335
INTERACTIONS**



**+ 2.000.000
INTERACTIONS**
**CLICKS OF 15%
AND MORE**

FAN PAGE  **AEP SO**
**+ 1000 NEW
FOLLOWERS.**

RESULTADOS



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ON GOOGLE, THERE WERE 8,306.335 INTERACTIONS. THE CAMPAIGN GENERATED APPROXIMATELY 1,500 CLICKS PER DAY AT A 0.44% CTR (CLICK THROUGH RATE) WHICH IS ALMOST THE DOUBLE THE STANDARD LOCAL CTR OF 0.25%.

Banners with the most engagement received more than 14,000 clicks. In total, for the psoriasis campaign of AEPSO and ABBVIE, 60,000 new clicks were generated, 915 calls were received by AEPSO and more than 500 appointments were made with physicians during the campaign. More importantly, the huge media impact informed millions of people with psoriasis about its symptoms, how it could be treated and how patients can get free access to get a proper diagnosis and treatment.

abbvie



¿TENÉS MARCAS COMO ESTAS? PUEDE SER PSORIASIS.

DIAGNÓSTICO GRATUITO DEL 20 AL 24 DE OCTUBRE

¡LLAMÁ HOY!

0800-22-AEPSO 23776

CAMPAÑA VÁLIDA DESDE EL 9 AL 24 DE OCTUBRE DE 2014 EN LA CIUDAD DE MENDOZA Y ROSARIO. PARA OBTENER UN TURNO, LLAME AL TELÉFONO INDICADO. ESTA CAMPAÑA NO REEMPLAZA LA ATENCIÓN MÉDICA, QUE AEPSO SUGIERE NO RETRASAR. ANTE CUALQUIER DUDA, CONSULTE A SU MÉDICO.

 **AEPSO** ASOCIACION CIVIL
PARA EL ENFERMO
DE PSORIASIS
WWW.AEPSO.ORG



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**¡LLAMA
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0800-22-AEPSO
23776

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**SUCCESS
CASES**

+ 2.000.000
INTERACTIONS
ON FACEBOOK
CLICKS BETWEEN
0 AND 15%



FAN PAGE
MORE THAN 1000
NEW FOLLOWERS.



THANK YOU FOR YOUR PRECIOUS TIME

USA:

**1101 BRICKELL AVENUE
SOUTH TOWER, 8TH FLOOR
MIAMI, FLORIDA 33131**

ARGENTINA:

**CRAMER 4825
CABA - CP 1429
ARGENTINA**

USA +1 786.708.4093

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