

# Pharmaceutical

**Bristol Myers Squibb**  
Owens DDB

**Bristol Myers-Squibb – Peripheral Arterial Disease (PAD)**

## COMPANY PROFILE

Owens DDB is a full service through the line communications agency. We pride ourselves on our ability to help clients of all backgrounds to reach their marketing objectives. With a staff of approximately 40 people across creative, client service, digital and media departments, our philosophy is to constantly seek new ways to make communications more effective. We take great pride in the fact that we are able to work with clients with budgets ranging from €50,000 to €5,000,000 without compromising our standards.

## INTRODUCTION & BACKGROUND

In July 2007 we were contacted by a sister agency in the UK called DDB Health. They asked us if we were familiar with the drug Plavix. We said no. They asked us if we knew what Peripheral Arterial Disease was. We said no. Finally, they asked us if we knew who Bristol-Myers Squibb were. Fortunately on this occasion we said yes.

Bristol Myers-Squibb employ 44,000 people worldwide with a turnover of over €20billion in recent years. Its focus is on producing the highest quality healthcare and pharmaceutical products including therapies for cardiovascular, metabolic, infectious diseases, neuro sciences, immunology, inflammation and oncology. They have been established in Ireland since 1964 and operate two production plants both of which are located in Dublin.

They came to us because they needed help. For a number of years Bristol Myers-Squibb have been analysing a condition called Peripheral Arterial Disease (P.A.D.) This condition is lethal and what is worse, generally goes undetected as those suffering with it are unaware of the condition's existence.

It is mainly found in men and women over the age of 55 and is actually quite a common circulatory problem in which narrowed arteries reduce blood flow to your limbs. The effect is that your extremities, such as your legs, don't receive enough blood flow to keep up with demand. A common symptom of P.A.D. is pain in your legs when walking. Failure to treat the condition can result in a stroke or heart disease.

Bristol-Myers Squibb realised that if people were unaware of the condition then they could go on ignoring the pain with potentially fatal results.

However, the marketing experience of Bristol-Myers Squibb was industry based and they therefore required assistance from us at Owens DDB to generate a public awareness campaign across Ireland.

## MARKETING OBJECTIVES

Upon meeting the client the sheer scale of the task became apparent. The business, marketing and communications objectives were all strongly interlinked. BMS revealed that they required doctors and pharmacists to be made more aware of the condition as well as potential sufferers. This would ensure that if a potential sufferer met said doctor/pharmacist the correct test would be carried out and the condition could be diagnosed. This was not a reflection of doctor/pharmacist knowledge but rather the fact that with so many illnesses and conditions being discussed on a daily basis a pertinent reminder of something like P.A.D. would be required.

The marketing objective was two fold in that not only did marketing material have to inform potential sufferers of what P.A.D. is, it also had to instruct them of what they should do if symptoms were detected. Peripheral Arterial Disease is not an easy condition to explain in the space of a 30" TV or radio commercial. People regularly confuse it with Deep Vein Thrombosis or other arterial diseases. Furthermore, the symptoms though telling can be easily dismissed so the barriers to communicating P.A.D. were numerous.

The communications objective fed off the marketing objective. The objective was to provoke a response from over 55 year olds with our communications so that their awareness of the condition would rise, equipping them with the knowledge of what to do should they feel a symptom. The word "provoke" is the key aspect to the communications objective. If we adopted a purely educational approach there was the chance that our messaging would be overlooked. Therefore, any communications had to maintain a tone

which would provoke the target to register the message and take action if necessary.

Business objective: Prime the public & the medical industry’s awareness of P.A.D.

Marketing objective: Inform over 55s of the condition and what action they should take.

Communications objective: If you are watching/reading/hearing this and it rings true then you need to act.

### THE TASK

There were a number of factors which made this brief unique. This ranged from the fact that we were targeting an age group who are often overlooked in mainstream advertising to the issue of P.A.D. being almost completely unheard of amongst the demographic. Taking each aspect in turn we can outline why the marketing objective was so interesting.

1) **The target audience** – At Owens DDB we had recent experience of targeting the over 55s market on behalf of a financial services client called Seniors Money. During this process we got to know the audience well through various

PROMPTED AWARENESS OF HEALTH CONDITIONS/DISEASES WHICH CAUSE LEG PAIN														
(Base: All respondents 1001)														
	SEX			AGE			SOCIAL CLASS		REGION				AREA	
	Total	Male	Female	<49	50-64	65+	Abct	C2de	Dublin	Leinster	Mun	Conn Ulster	Urban	Rural
UNWTD	1010	499	511	625	282	133	583	427	281	238	296	195	654	356
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Arthritis (any)	90	86	92	90	89	92	92	88	87	93	89	94	89	92
Rheumatism	79	76	82	77	83	81	82	78	77	82	78	78	78	80
Rheumatoid Arthritis	77	70	84	72	84	86	81	73	74	80	76	77	74	80
Thrombosis	72	65	78	70	76	76	75	69	67	76	73	72	71	74
Sciatica	62	54	69	54	75	81	65	59	51	65	66	68	67	69
Osteoarthritis	60	49	70	53	72	74	65	55	53	63	60	66	59	62
PAD (Peripheral Arterial Disease)	37	33	40	32	49	39	40	33	36	38	37	36	37	36
DK/not stated	4	6	3	5	2	4	3	5	8	2	4	1	5	3

Total prompted awareness of PAD has doubled since October.  
About half of 50-64s are aware.

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Fig. 1

research groups and reports. What constantly struck us was their sense of independence. This is a tough generation who suffered during the barren economic years of the 1980s and had developed a great resilience. They are also a generation which is both media savvy and have a healthy sense of scepticism. Finally, the media choices we make must ensure that they will be noticed by the target audience and the message registered.

2) **Knowledge** – Sitting in on research groups for P.A.D. we became acutely aware of the level of knowledge that this audience has regarding health issues. They regularly read health supplements, are disciplined in seeking regular check ups and no longer live up to the stereotype of the person unwilling to visit a doctor for advice. This was most striking amongst the men over the age of 55. They are keenly aware of the body’s fragility and nearly all the men spoken to have taken steps to look after themselves. Many had joined recreation centres for regular exercise while others closely monitored their diet. As someone from outside the target audience I had assumed that women in this age bracket would be comfortable and knowledgeable when it came to discussing health issues but was simply not prepared for the similar depth of knowledge that the men over 55 demonstrated.

3) **P.A.D.** – As touched upon earlier, P.A.D. is a little known condition. Its symptoms are not unique to the condition and can therefore be readily dismissed by the sufferer. Furthermore, the condition is not prominent in the list of mental checks a doctor may be making when diagnosing a patient. This

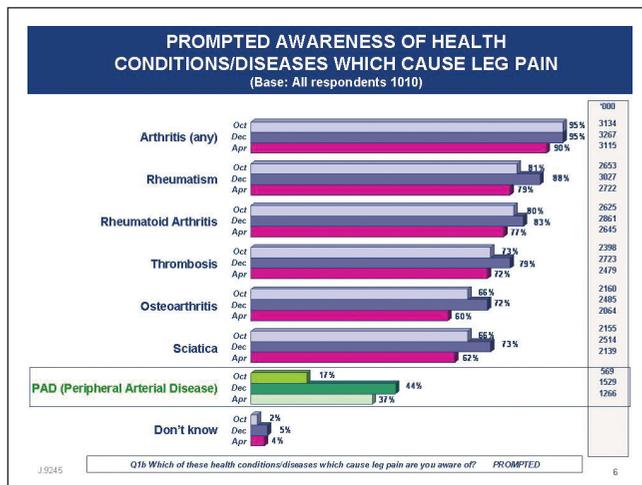


Fig. 2

all resulted in a consensus that any communications approach we embarked upon had to be focused on delivering clear messaging about the condition.

## THE STRATEGY

Early on in the process the team realised that the tone we employed would dictate many of the success factors of the campaign. For example, were we to take an information/advisory tone then our media would be booked in places where this approach fitted e.g. full page press advertising or spots during the primetime national news. Deciding on the tone would dictate both the brief for the creative teams and the media team, in this case Mediaworks our sister media agency.

Qualitative groups actually gave us the confidence to pursue the tone we eventually settled on. When discussing the many different ways one could attempt to drive awareness amongst the target audience a simple message kept returning – “Don’t be worried, you need to grab my attention so be bold.” Some mood boards had been created and one in particular consistently met this objective. The board itself was covered in imagery of varying types all giving a sense of emergency. The reactions recorded centred on the fact that if a message of importance is being communicated then a sense of urgency would be tonally correct.

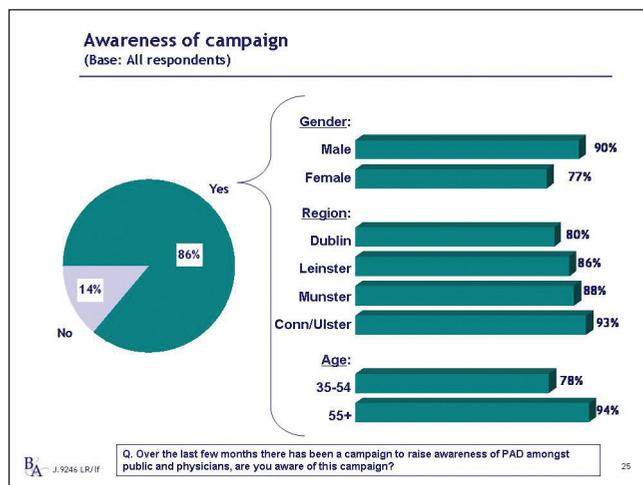


Fig. 3

Confidence in our tonal approach was now high and the creative and media briefs stemmed from the same central proposition.

P.A.D. is potentially lethal – how are you going to generate the noise?

This proposition gave the creative and media teams a very straightforward objective. How were they going to generate enough noise to ensure that our target audience registered the presence of P.A.D. and its potential consequences? We were happy that this clear objective would lead to work capable of meeting our business, marketing and communications objectives.

### COMMUNICATION ACTIVITY

#### The idea

Taking the process of the creative idea as a starting point it emerged quickly that the creative teams felt a strong visual approach would be required to engage the public. Two creative routes emerged and were tested. One focused on the symptoms of P.A.D. while the other focused on the consequences. The symptoms approach traced the footsteps of someone climbing the stairs of their home. The pauses required for rest every two to three steps were illustrated and the copy explained that if this journey was proving tortuous then you may have P.A.D. which is potentially lethal.

The alternative approach took a very aggressive visual approach; taking the

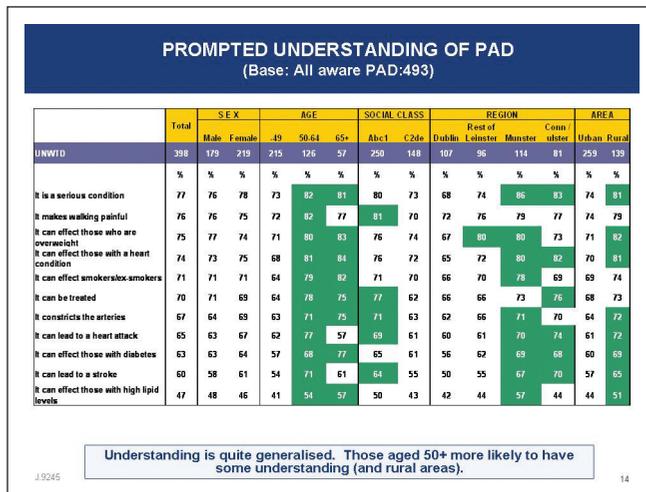


Fig. 4

traditional hazard warning of black exclamation mark on yellow background as a starting point the creatives began experimenting with this universal sign. First they played with the exclamation mark itself, re-shaping it to form the shape of a leg. Then they looked at how to communicate the potentially lethal consequences of either stroke or heart attack. These were illustrated through the image of a ticking time bomb set within a heart or brain again within the context of a hazard sign. It was agreed that further research had to be done – whilst we had stuck to the tone, and the creatives had met the proposition, we were concerned that the creative had gone too far. A further set of four research groups were conducted and the unanimous favourite was the latter aggressive visual approach highlighting the consequences of P.A.D.

Our challenge then was to see how we could translate this strong visual approach to other media such as radio, TV and online. The radio approach brought to life scenarios where over 55s may feel the symptoms such as on the golf course. With TV we had two approaches during development, one using live action, the other taking an animated style. The latter was chosen and depicted an elderly man suffering with the symptom of leg pain. The online approach simply highlighted our key visuals. The whole campaign was brought together with the central line:

“Is leg pain a sign of something more serious?”

#### **Communication activity**

The communication activity had a budget of €640,000 which was deemed more than healthy for such a campaign. Mediaworks quickly realised that through a combination of targeting over 50s media and the use of some national channels we could effectively use a blanket approach to reach our target audience. A breakdown of the media spend is detailed below from which we have highlighted certain aspects which we found especially effective.

TV - €198,977  
 Radio - €84,454  
 Outdoor - €160,395  
 Press - €174,439  
 Online - €188,296

The TV approach used just 7 stations RTÉ 1, RTÉ 2, TG4, Setanta, Sky 1, Sky News and Sky Sports. However, these stations at a spend of just under €200K was enough to deliver 860 TVRs Adults Aged 55+ with 80% Coverage at 3+ OTS.

The use of radio was deemed key especially due to the audience figures attributed to over 55s. Approximately a 50% split was employed between national and local radio figures which again delivered 80% coverage but this time at an OTH of 4+ among adults aged 55+.

The outdoor was a no-brainer with the creative approach we used but it was important to work out where they should be positioned to ensure their context was relevant. 48 sheet sites were selected near local hospitals, admobiles were used at events which would attract our target audience and six sheets at bus stops were also deemed relevant due to the high reliance on public transport of this target market. Two innovations which proved particularly helpful – the first was pharmasites which were four sheet sized posters in pharmacy windows. The second was the use of A2 posters in bus interiors positioned behind the driver where priority seats for elderly and disabled passengers are located.

Finally, we felt it was important to use banners on the internet which would direct users to the ‘whatispad.ie’ website where the public could gain information. Internet is traditionally viewed as a medium for young consumers but with a “Silver Surfers” package we managed to cherry pick sites which attracted over 55s and generated over 3.2m impressions.

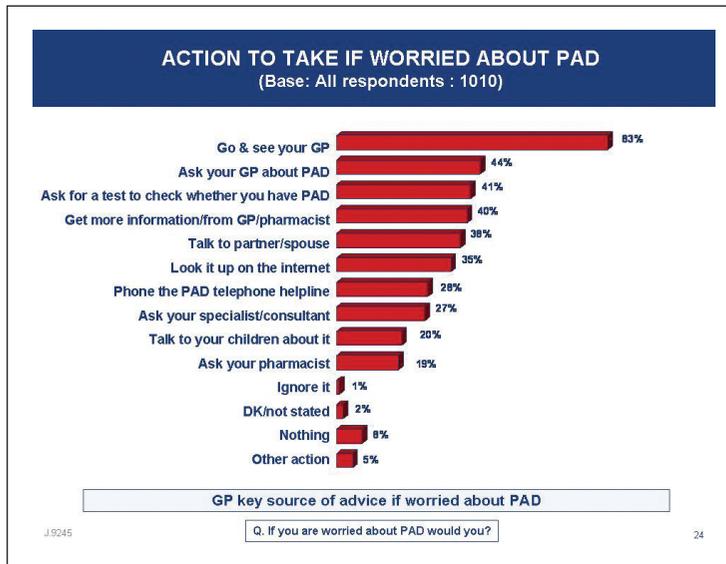


Fig. 5

### Timings

The campaign broke w/c 29th October across all media and continued until w/c 10th December with some outdoor and online activity continuing as a support through to the end of the year to ensure the campaign continued to live for a longer period whilst maximising the budget.

## THE RESULTS

Both the agency and client were very keen to monitor the progress of the campaign, and felt that for this to be worthwhile effectiveness had to be demonstrated. We requested proposals from a number of research agencies based in Ireland to help us monitor the success of the campaign. Behaviour & Attitudes eventually won the opportunity to help us learn the effectiveness of the campaign.

A telebarometer survey was conducted pre and post campaign to measure the campaign. The results included in this paper illustrate responses immediately after the campaign in December. Consistently throughout the results it was apparent that the audience intended to see the communication did so. Pre-campaign the prompted awareness of P.A.D. was just 19%. Within our eight week campaign this had risen to 61% - effectively a 200% increase in awareness from a relatively high base level considering the generally accepted low profile condition. Of these respondents 43% had seen the communication on TV justifying the investment in this channel.

More encouraging was the fact that respondents were able to highlight the key symptom with 22% naming leg pain. A further 52% were able to respond with further symptoms which are related to P.A.D.

Amongst our target, 82% would state that it was a serious condition. This was a fantastic result because it demonstrated that people had taken on board the severity of the condition and were conscious of its potential impact.

The next major question was whether our respondents would know what to do if they felt any of the symptoms. We were rewarded with the fact that 83% responded that you should 'Go and see your GP.' This was exactly the reaction we had hoped for and reflected the communications objective we had set out to achieve. Furthermore, more than one in three respondents stated that they would search for more information on the internet in the next three months.

## RETURN OF INVESTMENT

It is always hard to measure return on investment when dealing with an awareness campaign. However, the research conducted and the results yielded suggest this campaign generated a far greater impact than the most optimistic would have envisaged. A simple review of the concluding points from the research paints a picture of a campaign which delivered:

- In population terms the prompted awareness figure equated to over 1.2 million people
- Spontaneous understanding P.A.D. focused on walking difficulties and the physical description of constriction of the arteries
- Prompted understanding revealed that people had become aware of the groups more likely to suffer from the condition
- In relation to P.A.D. in the last two months – a phenomenal response considering the number of heart and artery related illnesses which are well established in the minds of the public.

A condition like P.A.D. is particularly lethal due to the low general awareness levels regarding the condition. This low awareness is not just among the public but actually is reflected amongst doctors. As part of our research we also decided to conduct research amongst a sample of 100 General Practitioners pre and post campaign. Of these, 86% had seen the advertising campaign in one form or another. And when asked to assess the campaign on a point scoring system of 1-7 with criteria of:

- Communication of risk factors associated with P.A.D.
- The cardiovascular risk of P.A.D.
- The general awareness of P.A.D.

Across these criteria the campaign resulted in a mean score of 3.97.

What was most encouraging about our campaign was the fact that not only did our target audience get the message but younger audiences did too. Those under the age of 49 saw awareness rise from 17% to 37% post campaign – over a 100% rise.

Traditionally, the advertising industry focuses on increasing sales in goods and services. It was a refreshing and educational experience for Owens DDB to take part in a project where there was no motive but to let people know about something that could affect them. More rewarding still was the fact that the work we did in conjunction with Bristol-Myers Squibb proved so effective.

