# **Best Interactive Initiative for Consumers**

## Sponsored by HealthiNation

## **GOLD AWARD**

Waggener Edstrom Worldwide and BioMarin Pharmaceuticals PKU Awareness Month

Only 50,000 patients worldwide have Phenylketonuria (PKU), a rare genetic metabolic disorder, so BioMarin Pharmaceuticals needed to find a way to reach as many of them as possible. Given that BioMarin's Kuvan, is the first and only FDA-approved product for the condition, the company didn't have to worry about brand differentiation; that helped to bypass regulatory concerns associated with branded messaging online.

With just \$3,000 in the total budget, BioMarin and Waggener Edstrom Worldwide launched PKU Awareness Month on Facebook. BioMarin hoped the campaign would help unite PKU patients on the site, where over 100 PKU

facebook Home Profile	Friends	Inbox	Settings I
PKU Awareness Month	PKU Awareness Month 🤟		
	Wall	Info Photos	
	PKU Awareness Month Just Fans		
	PKU	PKU Awareness Month Learn more about insurance and reimbursen programs for FKU treatments during Patient Power's "Access to Care: Reimbursement Support Programs for New PKU Treatments." Download transcript here: http://www.patientpoweRead More + 7 hours ago	Insurance an
PKU Awareness Month celebrates and honors those affected by Phenylketonuria (PKU).	PKU	PKU Awareness Month Phe is an important amino acid for growth, d and brain function. PKU patients still need to eat some Phe, but only in amounts. To learn more about the PKU diet and the importance of mar check out: http://pku.com/pku-eating/low-phe-diet.php September 17 at 5:58am	prescribed
Fans 6 of 1,295 fans See All	PKU	PKU Awareness Month When Phe can't be metabolized by the body, in the blood and is toxic to the brain. Read more about this here: http: /What-is-PKU/pku-symptoms-phe-buildup.php	
Surri Natale Keli John Al Trica		PkU (Phenylketonuria) Symptoms when PHE B Source: plau.com Phenylalanine, or "Phe" is an amino acid. Amino acids are found in many foods. They blocks of proteins.	
		September 15 at 6:27am	
	PKU	PKU Awareness Month Ever feel like your PKU gets in the way? You' Listen to Dr. Susan Waisbren discuss what to do about this during Patia "Straight Talk about Thinking Straight: How PKU Sometimes Gets In the	ent Power's

groups already existed. Rather than erecting yet another placeholder group on Facebook, BioMarin brought energy to the execution through active management of the site, including daily posts and more than 30 status updates reflecting statistics and facts about the disorder. "This is how Facebook should be used," one judge said of the campaign.

When the page launched on

May 4, 2009, there were zero "fans," or Facebook members belonging to the new group. By the end of the month, the group had brought in over 1,000 fans, with more than 400 unique interactions in response to the status updates.

"For a small amount of money, [BioMarin] did an excellent job engaging with their audience," one judge commented.

## The Award

Recognizes excellence in interactive initiatives targeting consumers with CRM programs, social media efforts, online videos, viral campaigns, CD-ROMs and/or gaming.

### The Finalists

- Daniella Koren and Genentech BioOncology-Herceptin HER Connection PRM program
- Group DCA and Alkermes— Vivitrol Touchpoints Recovery Support Website
- Integrative Logic Marketing Group and Galderma Laboratories—Cetaphil Skin Care Club eCRM Program
- Intouch Solutions and Sanofi-Aventis—Go Insulin YouTube Brand Channel
- Waggener Edstrom Worldwide and BioMarin Pharmaceuticals – PKU Awareness Month: Community Building and Engagement through Facebook



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#### SILVER AWARD Group DCA and Alkermes Vivitrol Touchpoints Recovery Support Website



Alkermes' and Group DCA's interactive Touchpoints website was built to help patients on Vivitrol—a vaccine for alcohol dependence remember their monthly injections. Judges admired the site's crisp creative and "authentic, comprehensive and easy-to-use" format. The program went live on May 1, and in just 22 days had enrolled nearly 40% of new Vivitrol patients. Sharp color and images enhanced the \$350,000-budget customized program. One judge called it a "beautiful and engaging creative execution."