Best Use of Public Relations

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GOLD AWARD

Biosector 2 and Boehringer Ingelheim Pharmaceuticals
DRIVE4COPD

Launched in February 2010, Boehringer Ingelheim Pharmaceuticals' DRIVE4COPD is an ongoing public health initiative aimed at helping people identify symptoms of chronic obstructive pulmonary disease (COPD) and take action.

"Creative, flawless execution, hits all the buttons," one judge said of the initiative.

The campaign has been very successful. As of May 2011 nearly 1.43 million people had been screened; COPD awareness had increased to 87%; the rate of patients asking doctors about COPD had nearly doubled; unique website visitors topped 245,000; and 5,000 Ambassadors pledged to share a five-question COPD Population Screener.

"This well-known program continues to deliver the results," said a second judge.

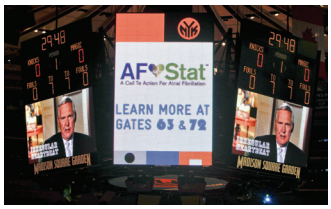
Biosector 2 did extensive target audience research before developing the campaign. The main strategy is to engage consumers online and "where they live" offline—mostly at sporting and country-music events and state fairs. Partnerships with celebrities and organizations such as the AARC, Country Music Association, and COPD Alliance, have helped drive engagement.

Events included a "Race for the Missing Millions," in which NASCAR Nationwide Series driver Danica Patrick, actor Jim Belushi, Olympic Gold Medalist Bruce Jenner, country-music star Patty Loveless and former Pro Football great Michael Strahan toured 14 cities along four routes in RVs to spread the message and screen people. More than 45 "PitStop" events were held at NASCAR races, state fairs and other venues.

Other elements have included PSAs, which have garnered 812 million impressions; an employers/managed care rollout; a songwriting competition; a website (with the screener); and Facebook and Twitter outreach. Other results include 294.5 million media impressions (870+ placements); more than 4,000 Facebook likes; nearly 60,000 Twitter followers; and 10,600 YouTube views.

SILVER AWARD

Chandler Chicco Agency and Sanofi
AF Stat: A Calll to Action for Atrial Fibrillation—AFib Consumer Awareness Day



AFib Awareness Day jump-started an effort to raise consumer awareness of AFib at a New York Knicks home game last March. AFib patient and NBA Hall of Famer Jerry West conducted interviews, including an SMT and RMT. An educational video debuted huring halftime and materials were distributed at kiosks. On a $330,000 budget, the effort yielded fantastic results, including 200+ media placements and 2,200% increase in website traffic. "Nice results," said one judge. "Good drivers to tools and patient participation."

The Award

Recognizes excellence for communications efforts promoting awareness and positive perception of healthcare products, services, corporations and organizations to consumers, employees, healthcare professionals, the investor community and other stakeholder groups.

The Finalists

- Biosector 2 and Boehringer Ingelheim Pharmaceuticals—DRIVE4COPD
- Burson-Marsteller and Sanofi Pasteur/March of Dimes—Sounds of Pertussis
- Chandler Chicco Agency and Sanofi—AF Stat: A Call to Action for Atrial Fibrillation - AFib Consumer Awareness Day
- Cohn & Wolfe New York and Wal-Mart—Humana Wal-Mart-Preferred Rx Plan (PDP)
- Weber Shandwick Minneapolis and American College of Surgeons and Florida Hospital Association for Florida Surgical Care Initiative—Setting a National Example for Quality Healthcare: The Florida Surgical Care Initiative

PRWeek

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