



2012 Bronze Effie Winner

“Pipe People Campaign”

Category: **Healthcare Rx**

Brand/Client: **VESicare/ Astellas Pharma, GlaxoSmithKline**

Lead Agency: **Euro RSCG Tonic**

Contributing Agencies: **Targetbase, PHD**

Strategic Challenge

Strategic Challenge: Engaging women to “Pipe Up” about OAB (Overactive Bladder) to become #1

Let’s face it...people don’t want to talk about their bladder, let alone their overactive bladder (OAB) and how frequently they need to run to the bathroom. It’s personal. It’s embarrassing! And there is a stigma around losing control of one’s bodily functions.

And if they don’t talk about their OAB, they definitely aren’t talking about the drugs to treat it! It’s not surprising then, that of the approximately 33 million adults who experience OAB, only 10% actually treat their condition (Source: Landis 2007 Consumer Research). Nevertheless, while relatively small compared to other prescription drug categories, the market for OAB is well-established and highly competitive.

And if that weren’t enough, we were 10 share points behind the category leader, Detrol LA (as of Sept 10), being out spent in media two to one, and had no clinical point of difference—with a goal of becoming #1. In order to be successful and overtake our competition we needed to first connect with

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our target by destigmatizing the conversation to get them to talk about their OAB. For success we needed to overcome two big hurdles:

1. Parity category with no point of difference and strong competition

OAB competition is fierce and over the past year players were making significant grabs. In September 2010, Detrol LA (Pfizer), our biggest branded competitor, owned the category with 29% market share and was the #1 choice among doctors. Toviaz, also from Pfizer, (launched in 2009) was aggressively attempting to establish itself by outspending us two to one. At the time (Sept 2010) their market share was only 3% share points; yet, we knew Pfizer was committed to Toviaz's success and we were in their way. (Source: Client Share Data, 2010 and Nielsen AdViews 2010).

On top of the fierce branded competition, generics were taking a huge bite out of the category (35% market share) making our challenge all the more difficult. (Source: Client Share Data, 2010).

Our real hurdle to becoming #1 was to de-throne Detrol LA, the entrenched category leader while keeping Toviaz, the loudest voice, in their place.

2. Due to stigma, discussion about OAB is lacking between women and their doctors

When you reach a "certain" age, the notion of "peeing" in your pants and losing control of your body is not only embarrassing, it's shameful. It's not an easy conversation to bring up. There are many reasons women avoid talking to their doctor, for example not realizing it's more than just aging or that it's a treatable condition. Often it takes them several years and a couple conversations with their doctor before they get a prescription.

To succeed we needed to overcome this competitive environment by leveraging our unique VESicare identity. And through a positioning that would help our target of pro-active Boomer women to have an open, non-threatening discussion about OAB with their doctor.

Objectives

VESicare Objectives:

1. Business: Become the #1 prescription brand in OAB category

Key performance indicator: Total Prescription Share (TRx)

- With VESicare at 18% share of Total Prescriptions in September 2010, the goal of becoming #1 in the category would require a 57% increase to reach the category share leader, Detrol LA (29% share) (Source: Client data).

2. Perceptual: Breakthrough in a cluttered competitive category

Key performance indicators: Brand Awareness, Claimed Ad Awareness, Proven Recall from IPSOS tracking

- While IPSOS tracking norms for DTC do not exist for Brand and Claimed Ad Awareness, success depended on staying at par and when possible surpassing our key competitors on these two measures. In Q2 2010, Claimed Ad Awareness for VESicare was 1 point ahead of primary competitor Detrol LA (50% vs. 49%), however in Brand Awareness VESicare trailed Detrol LA by 17 points (58% vs. 75%). Competing with Detrol LA on Claimed Ad Awareness required at least a 49% score in 2011, and a close in the 17% Brand Awareness gap.
- Proven Recall is a primary measure of engagement from tracking as it not only requires the

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respondent to remember the brand name but also play back an element of the creative. VESiCare success required communications that keep recall above the DTC (direct to consumer) Category Norm of 9% and improve vs. 2010 measurements (29% Q2 2010).

3. Behavioral: Drive our complacent target to act (request a VESiCare prescription)

Key performance indicators: Intent to ask Dr. about VESiCare from the IPSOS tracking study

- The DTC Norm for Intent to Ask Dr about a specific brand is 28% which reflects all DTC segments including high involvement categories such as cancer, diabetes, HIV etc. For this reason, success for VESiCare was improvement from previous year (21% Q2 2010) and increase vs. competition. Detrol LA was at 22% in Q2 2010.

Insight

Consumer insight drove VESiCare's big idea. Significant work has gone into understanding our target. Given the deep emotional facets of living and dealing with OAB, we used a range of methodologies to explore beneath the surface.

Women with OAB learn to cope, rather than treat their symptoms

OAB symptoms are always top of mind. Yet, in an attempt to minimize the impact on her quality of life, she views living with OAB as "no big deal". While it's annoying, it's not life-threatening. Coping becomes part of her everyday experience. She changes the way she lives because of her symptoms, making more and more changes over time. She stops drinking after 5pm, she no longer shops at her favorite store because there's no public restroom, and she always knows where to find the nearest bathroom (Source: Ethnographic Study, 2008; Agency Research 2005-2011).

Shame and stigma make it difficult to talk to their doctor

Many women describe feeling completely humiliated by "wetting" themselves or having an "accident" in a public venue or event (such as wetting their pants while out shopping or not reaching the restroom at work). They're so embarrassed, yet they still don't know how to bring it up with their doctor. (Source: Hypnosis study, 2009; Agency Research 2005-2011).

Dwelling in the problem shuts her down, while the solution empowers her

At launch the category focused on shame and accidents, reinforcing the stigma and embarrassment associated with loss of bladder control. Consumers turned a deaf ear to the advertising. We learned that women wanted to focus on the joy and rewards associated with being "in control" and living an ordinary life without the worry of OAB. (Source: Patient Physician Dialogue Study, 2007; Agency Research 2005-2011)

We knew we needed to re-frame and de-stigmatize the condition in order to help the target overcome complacency, and make her more proactive and motivated to initiate an OAB dialogue with the doctor.

The Big Idea

The big idea driving our efforts, "Just Fix It" is designed to motivate consumers to take care of the problem, just like you would a leaky pipe, rather than feeling embarrassed and coping with their symptoms.

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Bringing the Idea to Life

VESICare's "Pipe People" campaign has been helping create OAB conversations between women and their doctors with greater success than any other campaign in category history. VESICare created a "Pipe World" using a memorable, relevant metaphor: an animated world of pipes and "pipe people". It's not a scary world of "suffering" but a friendly world of "piping". This fresh, new world allows us to break through the inertia and apathy of sufferers in a socially acceptable way.

Not only does the animated pipe world visually differentiate the brand, but ownable language frames the condition. It's not about treating overactive bladder (words women don't relate to), but "our pipes don't work." It's about her "internal plumbing," not her urinary track.

Along the way the campaign has evolved from a problem/solution format featuring androgynous non-speaking Pipe People in a somewhat sterile Pipe World to become much more human-like with characters living interesting lives with less worry about their bladder. Their evolution being driven by changing market conditions and deeper understanding of the consumer. The visuals were refreshed to reflect the modern, empowered women along with the tonality of the ads. So to bring a sense of glamour into the visuals, the pipes were shined up and "dressed up."

Importantly, we took a new approach to media and messaging this year focused on dialogue and tools. Knowing our target visits the doctor often we reached them at key moments of truth. Placements such as doctor's office waiting rooms were heavily utilized to keep the brand fresh and top-of-mind when OABers were minutes away from speaking to their doctors. We also utilized targeted print and TV to reach our target during relevant programming and in relevant publications. Our direct mail Vantage Program provided sufferers with valuable information, including lifestyle tips, tools for managing OAB and ongoing savings.

Action Oriented Print: New print was developed to help sufferers recognize their symptoms may be OAB and also provide a tool to help women speak with their doctor. Each execution incorporated four simple questions that helped open the eyes of sufferers and shift their mindset from "coping is enough," to realizing they need to speak to their doctor. Additionally, by incorporating a "perforated line and scissors," readers were triggered to tear out and save the ad for their next doctor visit.

The executions were placed not only in mass print vehicles, but also ran within publications specifically for physicians' offices (WebMD magazine). Additionally, to prompt an OAB/VESICare discussion at a key point in time, we created an engaging cover-wrap for People magazine that was located in the physician's office waiting room.

Re-launched website (VESICare.com) to drive a better dialogue: The website was also redesigned to reflect an integrated brand experience and to provide useful tools and information. Interactive tools include the "Interactive Guide to Internal Plumbing" (IGTIP) and the "Doctor Conversation Guide" (DCG). The IGTIP is an educational and visual way for women to understand how the bladder functions. The DCG is an interactive tool with customized questions and a doctor discussion guide for consumers to get a better understanding of their OAB symptoms and how to discuss them with the doctor. Importantly the output from the DCG is printable so the patient can bring her results to her next doctor's visit.

Doctor Conversation Banners: To drive traffic to the new DCG website tool, we created compelling banners utilizing our pipe people prompting our target to click thru to vesicare.com.

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Communications Touch Points

TV

- Spots
 - Branded Content
 - Sponsorship
 - Product placement

Radio

- Spots
- Merchandising
- Program/content

Print

- Trade/Professional
- Newspaper - print
- Newspaper - digital
- Magazine - print
- Magazine - digital
- Custom Publication

Direct

- Mail
- Email

PR

Events

Interactive

- Display Ads
- Web site
- Digital video
- Video skins/bugs
- Social Networking Sites
- Podcasts
- Gaming
- Mobile
- Other

Packaging

Product Design

Cinema

OOH

- Airport
- Transit
- Billboard
- Place Based
- Other Pharmacy

Trade Shows

Sponsorship

Retail Experience

POP

- In-Store Video
- In-Store Merchandizing
- Sales Promotion
- Retailtainment

Guerrilla

- Street Teams
- Tagging
- Wraps
- Buzz Marketing
- Ambient Media
- Sampling/Trial

Consumer Involvement

- WOM
- Consumer Generated
- Viral

Other In-Office Materials

Media Expenditures

Sept 2010 – Aug 2011

YEAR PRIOR: Sept 2009 – Aug 2010

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Under \$500 thousand | <input type="checkbox"/> \$10 - 20 million | <input type="checkbox"/> Under \$500 thousand | <input type="checkbox"/> \$10 - 20 million |
| <input type="checkbox"/> \$500 - 999 thousand | <input type="checkbox"/> \$20 - 40 million | <input type="checkbox"/> \$500 - 999 thousand | <input checked="" type="checkbox"/> \$20 - 40 million |
| <input type="checkbox"/> \$1 - 2 million | <input type="checkbox"/> \$40 - 60 million | <input type="checkbox"/> \$1 - 2 million | <input type="checkbox"/> \$40 - 60 million |
| <input type="checkbox"/> \$2 - 5 million | <input type="checkbox"/> \$60 - 80 million | <input type="checkbox"/> \$2 - 5 million | <input type="checkbox"/> \$60 - 80 million |
| <input type="checkbox"/> \$5 - 10 million | <input type="checkbox"/> \$80 million and over | <input type="checkbox"/> \$5 - 10 million | <input type="checkbox"/> \$80 million and over |

Owned Media Sponsorship

Not Applicable

Additional Marketing Components:

- None
- Pricing Changes
- Couponing
- Leveraging Distribution
- Other (Please Explain)

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Reach:

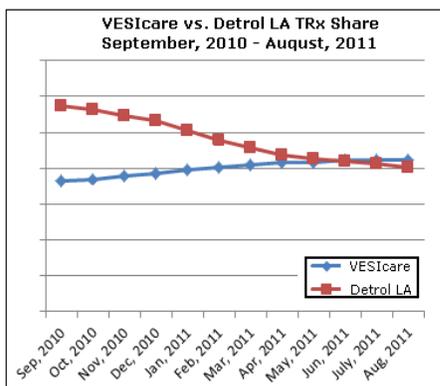
National

Results

How do you know it worked?

Over the past year, in the face of formidable competition and target complacency, VESicare has continued to thrive. Not only did we achieve our objectives, but we also became the #1 brand in the category and hit historical highs on our key tracking measures. Specifically:

1. Become the #1 prescription brand in the OAB category

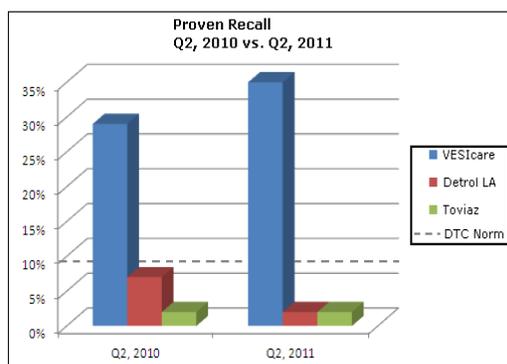
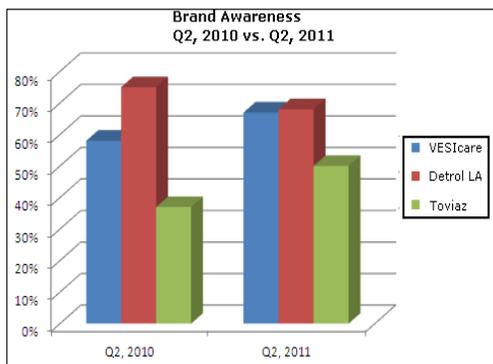
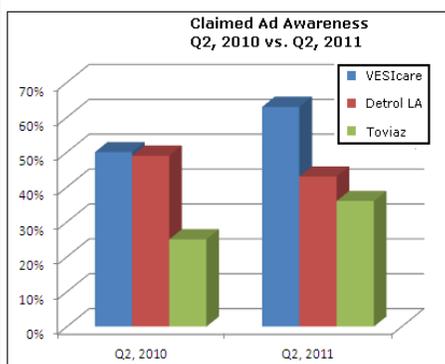


- **VESicare is the number #1 OAB brand in the category with 21.2% TRx share** (vs. 20.2% for Detrol)
- VESicare share growth reflected a 23% increase vs. year ago

Source: Client Analytics Franchise Report, Monthly September 2010 thru August 2011

2. Breakthrough in a cluttered category

- VESicare **Claimed Ad Awareness increased 13 points from Q2 2010 to 63%**, an **all time brand high** and surpassed Detrol LA by 20 points and Toviaz by 27 points
- VESicare **Brand Awareness increased 9 points from Q2 2010 to 67%** an **all time brand high**, closing the gap to Detrol LA at 68% and surpassing Toviaz by 32 points
- VESicare **Proven Recall increased 20% to 35%** and **exceeded the DTC Norm by 26 points**



Source: Data and charts above, IPSOS tracking study, 2Q 2010 and 2Q 2011

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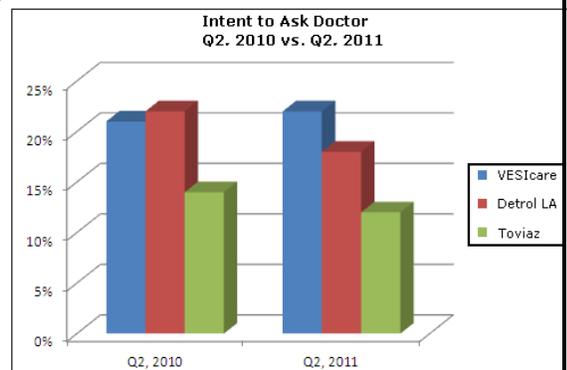
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3. Drive our complacent target to act (request a VESicare prescription)

- Intent to ask Dr. about VESicare reflected 22% in Q2 2011, a 4% increase from 2010 and 4 points higher than Detrol (18%)
- Additionally, the Dr. Conversation Tool on VESicare.com, had positive results
 - There were a total of 4,052 completions at a conversion rate of 3.1%, of which 70% of completions were our core target, the Naïve Sufferer (never treated with a prescription drug)

The “Doris” print ad featuring the Dr. Discussion Guide, reflected a 41% “Intent to ask your Dr. about VESicare” score among recallers, more than double the results of previous VESicare print executions which did not focus on driving action

Source: Data and charts above, IPSOS tracking study, 2Q ‘10 & 2Q ‘11

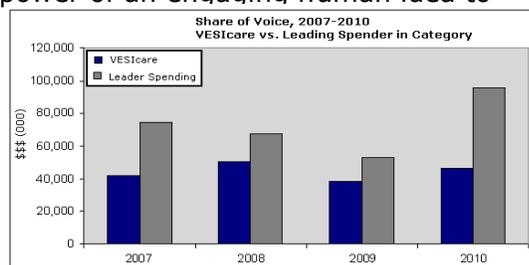


Why are these results significant?

In a stigmatized category where shame keeps 9 out of 10 sufferers from talking to their doctor, we gave millions of women the courage to speak to their physician.

In any category, yet alone healthcare, it would be extraordinarily difficult to become the category leader without a point of difference or a media budget that allowed for the loudest voice. VESicare had neither. Yet we were able to engage and activate our target through the power of an engaging human idea to overcome our parity product and lower media weight.

VESicare has been outspent by competitors 4 out of the 6 most recent years since launch. In the last 2 years, share of voice went to key competitor Toviaz, and in 2007 and 2008 it belonged to Detrol.



Anything else going on that might have helped drive results?

During this time, there was also supplemental VESicare marketing support targeted at physicians. While our success has been on a consistent trajectory since launch (2005), competitive marketing efforts have been curtailed over the past year with Pfizer pulling mass support for Detrol LA in 2010 and shifting focus to Toviaz.

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