

Multi-Channel Campaign to Drive Awareness and Education

BACKGROUND

It can be a challenge for HCPs to stay up to date with the latest educational content, therapies, and emerging treatments in their field to best serve their patients. Our client, a leading pharmaceutical company, was looking to raise awareness and educate ophthalmologists and eye care specialists on diagnosis, genetic testing, and possible treatment strategies for people with inherited retinal disease (IRD).

THE CHALLENGE

- Build brand presence and credibility by partnering with a trusted and unbiased source of high-quality medical content.
- Develop a multi-channel approach to effectively reach their target audience while they are engaging with practice changing content using their preferred medium.
- Educate the eye care community on new advances in treating IRD to improve patient care and outcomes.

THE SOLUTION

Developed a multi-channel advertising campaign designed to engage target HCPs in the places they go to seek credible and trusted information.

- ROS Banner advertising on websites and eNewsletters
- Contextual and native advertising in dedicated IRD and ophthalmology products
- KOL expert insights video series on the emerging treatment landscape of IRD
- Ophthalmology conference coverage wrap up
- Print advertising ROB
- Cover wrap advertising
- Polybag direct mail newsletters
- Dedicated targeted marketing plan developed to drive target audience engagement.

RESULTS



388,257 impressions
delivered across all tactics



294 hours of total ad exposure time
with **60.9%** of ads being viewed for greater than 5 seconds



3,011 banner ad clicks
with an average CTR of **0.78%**



7,200 target ophthalmologists
who treat patients with IRD received a coverwrap



46,799 total email sends
with an average email open rate of **37.6%**



Program renewed in 2022, 2023, and 2024

THE OUTCOME

In partnering with Elsevier, our client was able to place their message and brand in front of their targeted audience in the eye care specialty at a time when they are focused on educating themselves about the latest evidence-based advances in ophthalmology. The alignment of their brand with credible and relevant content, via the right channels and touchpoints, resulted in a highly engaging solution.



YOUR
MULTI-CHANNEL PARTNER

“This campaign exceeded our expectations in communicating our message to our target audience of ophthalmologists and eye care specialists. We are especially pleased to see such high engagement with our ads on the Elsevier journals and platforms.”