

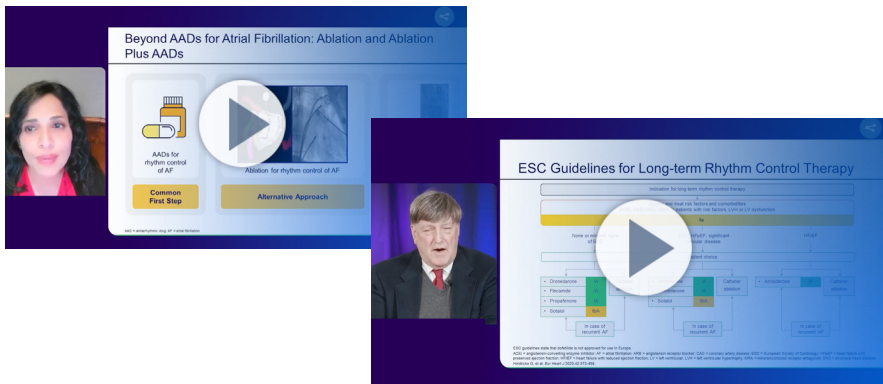
Drive Engagement and Education through Enhanced Multimedia Publications

BACKGROUND

Our client, a leading multinational pharmaceutical company, sought to enhance awareness among cardiologists and PCPs about the critical importance of early intervention in atrial fibrillation management. To support this goal, they recognized the need to amplify engagement with credible, trusted journal content that underscores the benefits of timely treatment - improved patient outcomes.

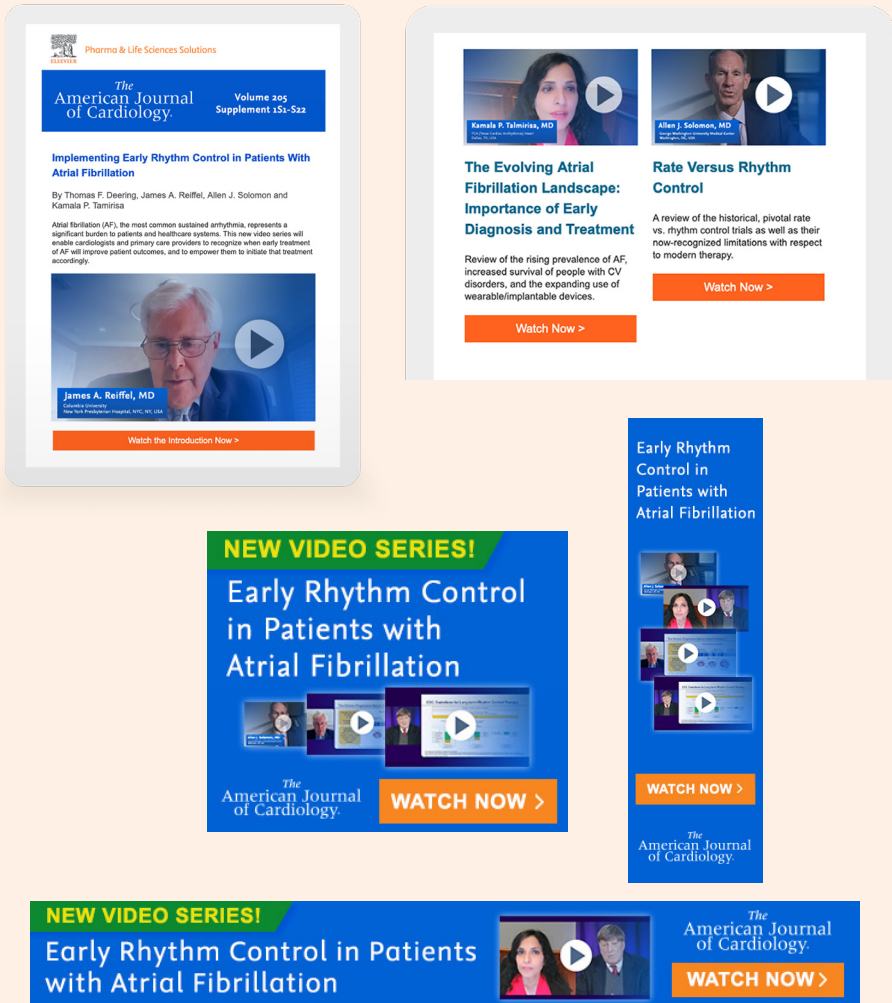
THE CHALLENGE

Awareness amongst cardiologists and PCPs of the benefits of atrial fibrillation early intervention was low.

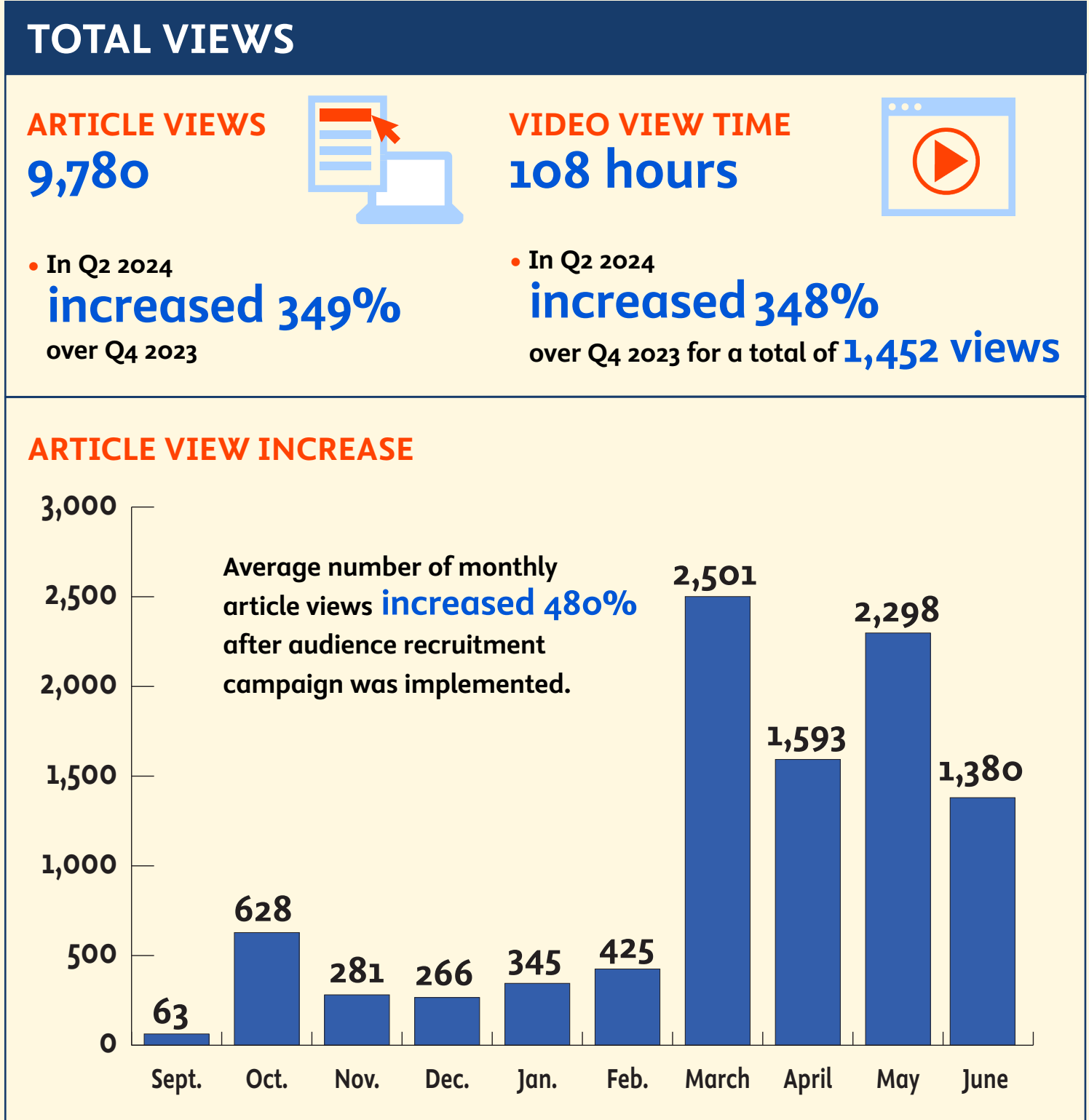


THE SOLUTION

- Leverage Elsevier’s Enhanced Publications, a state-of-the-art product that integrates multimedia assets with select journal content to augment the end-user learning experience, in turn boosting journal brand awareness and overall article usage
- Launch a coordinated audience recruitment campaign to drive additional engagement with the Enhanced Publication and related content
- Over a five-month period, Elsevier utilized a marketing blend of:
 - Email blasts targeting cardiologists and PCPs
 - A banner ad campaign running on the society’s desktop and mobile web platforms as well as Elsevier PracticeUpdate websites
 - An integrated social media campaign across relevant Elsevier and Society social accounts, with content posted on dates coinciding with the email deployment schedule



RESULTS



(Based on Monthly Usage/Article and Video Usage Report, 1 September 2023 - 30 June 2024)

THE OUTCOME

The Elsevier team delivered an Enhanced Publication, pairing short-form, easy to consume video content with a full-text journal article to drive additional readership and engagement.



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ENHANCED PUBLICATION PARTNER