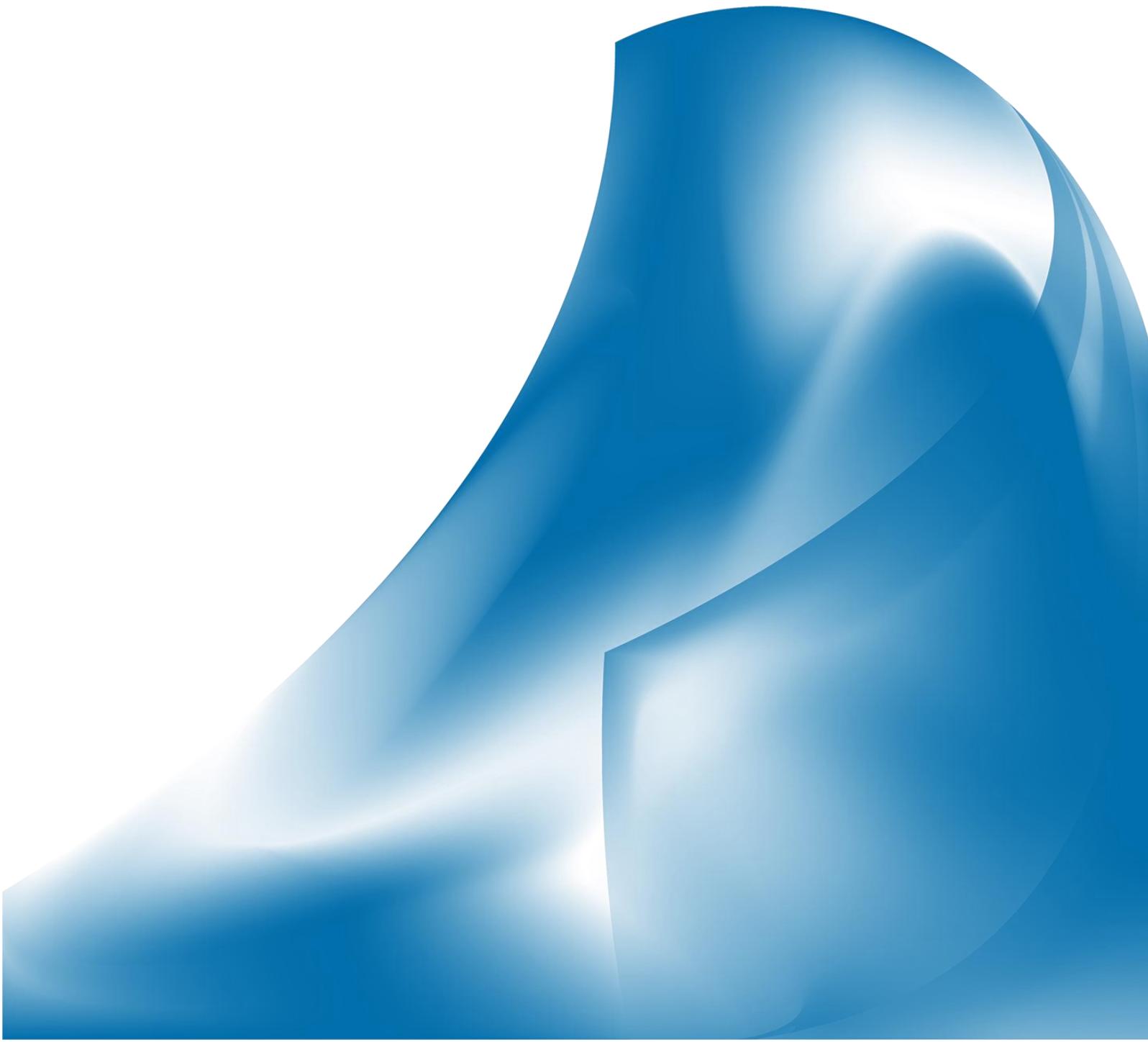


DESIGNING AN
INTERACTIVE
CAMPAIGN TO EDUCATE
AND RAISE AWARENESS





THE CHALLENGE

A lack of education and low awareness of Central Precocious Puberty (CPP), a rare disease in which puberty starts too early in children, was inhibiting critical, early diagnosis for successful treatment. AbbVie asked Capgemini Invent to create a campaign that would educate, raise awareness, increase patients on therapy, and improve overall adherence.

OUR SOLUTION

Our team approached this challenge by developing a campaign that included an unbranded website, educational video, banner ads, HCP ads, and in-office promo materials. We also created an interactive philanthropic social campaign where every user action on the campaign site added “cookies” to a virtual cookie jar. When the goal of 10,000 cookies was reached, AbbVie pledged a donation to a related public health organization.

While the campaign was patient-focused, HCPs were engaged by distributing materials via reps to HCP offices. The tracker app also included a physical packet for patients to receive from their HCP. The packet contained information on the app, a storybook, and activity books to complete while waiting after each shot.

THE IMPACT

- In less than five months, our campaign exceed projections and reached 100% of the goal.
- Our solution proved successful and helped foster partnerships with key advocacy groups.

ABOUT CAPGEMINI

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

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People matter, results count.