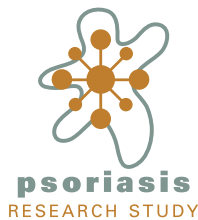


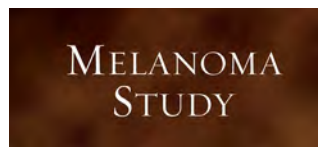
Dermatology

It can be a touchy situation. While skin conditions are as varied as the people they afflict, they have this in common – they're often cause for embarrassment. While all of our campaigns incorporate the need for compassion in outreach strategies and messaging, these conditions require special sensitivity to a patient's need for privacy when considering which media is best-suited to achieve successful study enrollment.



// Psoriasis

For studies seeking to enroll psoriasis patients, BBK has designed highly differentiating campaigns that convey empathetic messages of hope. Television, direct mail, public relations, Internet advertising, and study Web sites have shown to be effective ways to get these targeted messages to the right audience to draw the necessary patient response.



// Melanoma

BBK has conducted U.S.- and global-based patient recruitment and retention campaigns, as well as enrollment feasibility analyses and site selections for all phases of melanoma studies. Leveraging our expertise in educating patients, our campaigns inform patient audiences about this disease while positioning the study as an option worthy of consideration.



// Acne

Studies of acne treatments often target one of the most difficult audiences: young men 18 to 21 years old. BBK has found success reaching this tough-to-engage audience with targeted drive-time radio, concise print advertisements in college publications, and Internet outreach, which is particularly effective because of the privacy it offers.



// HRT and Skin Changes

BBK has helped drive the recruitment of many patients seeking new treatments for skin changes related to hormone replacement therapy (HRT) – even despite ongoing scrutiny of the links between HRT and cancer. The key has been balancing messages about study participation that include a direct discussion of current cancer concerns.



// Molluscum Contagiosum

Warts can be an embarrassing condition. Faced with the challenge of competing with over-the-counter medications, BBK reached out to referring physicians directly to obtain pediatric referrals necessary for enrollment. Furthermore, BBK's toolkits have been effective in dispelling myths surrounding both the origin and treatment of this stubborn virus.



// Cosmetic Surgery

Corporate acquisitions and restructuring can have a serious impact on the brand equity of cosmetic surgery businesses. When this happens to BBK's clients, we provide the expertise needed to redevelop that equity through innovative new sales tools, broad support for the sales force, and effective public relations outreach.

Brand Building // Cosmetic Surgery



Building Brand Identity // Despite this cosmetic laser manufacturer's turbulent year of acquisitions and corporate restructurings, BBK consistently delivered stellar results as the manufacturer's agency of record. Each of BBK's creative executions hit the mark on brand identity and helped this client not only maintain but develop its status in a competitive industry.

OUR INVOLVEMENT

Corporate Branding

REGIONS

North America

Western Europe

Asia-Pacific

AUDIENCES

Investors

Consumers

Most Crucial to Reassure

KEY TO SUCCESS

Dynamic Corporate Identity

4

Number That Counts // BBK was able to successfully steer this client's brand identity through a series of acquisitions and corporate restructurings that spanned 4 continents – while maintaining the client's presence in almost a dozen countries.

Objectives // Maintain and build brand identity for a cosmetic laser manufacturer

Challenges // Corporate acquisitions and restructuring

Results // BBK created more than 65 new sales and marketing tools, which collectively achieved well over 12 million editorial impressions

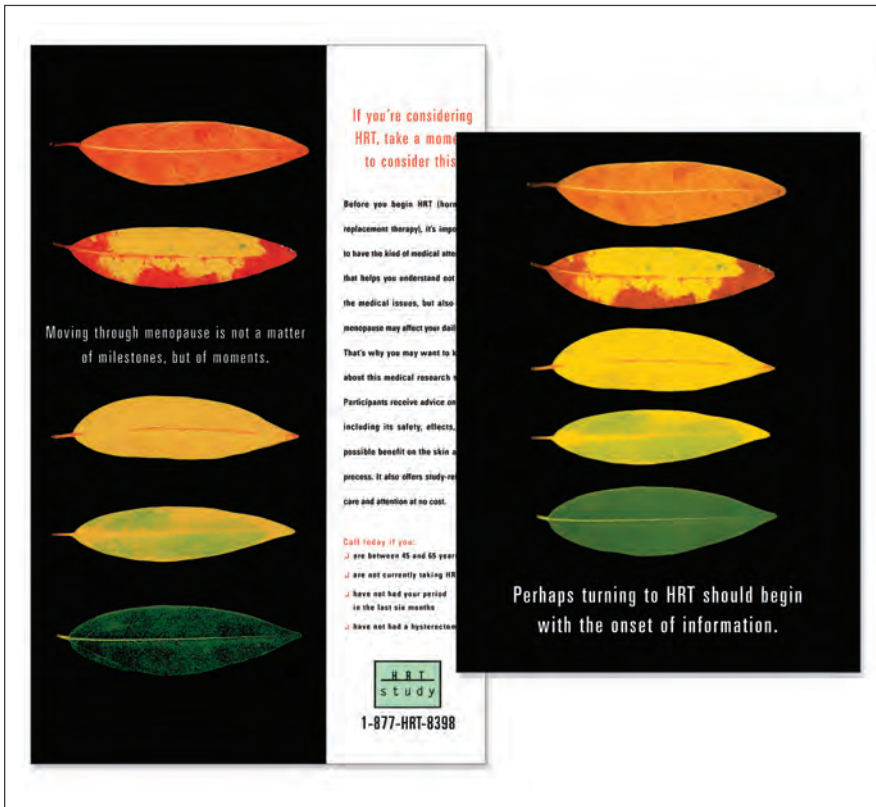
Expert Analysis

Looking Good!

BBK's work as agency of record for this client was notable for the sheer volume completed within one short year. It was remarkable,

however, for the consistent brand equity it delivered – in spite of the series of acquisitions and corporate restructurings the cosmetic laser manufacturer underwent in that year. The work ran the gamut of client need: collateral, patient information brochures, trade show graphics and videos, posters, direct mail, and trade print. In one year, BBK created more than 65 new sales and marketing tools that produced well over 12 million editorial impressions.

Phase III Study // HRT and Skin Changes



Worth Another Look // BBK leveraged hormone replacement therapy (HRT) as a potential means of providing symptom relief related to aging while promoting the tertiary benefit of wrinkle reduction. Developing a suite of educational materials that empathized with the emotional distress this audience was facing, BBK worked to re-educate the public about the treatment myths and realities of HRT.

OUR INVOLVEMENT

Before First-Patient-In

COUNTRY

United States

37 Sites

AUDIENCES

Women

OB/GYNs

Dermatologists

PIs, Site Staff

Most Critical to Reach

KEY TO ENROLLMENT

Media

3,000

Number That Counts // BBK mobilized a brief yet robust media campaign targeting women 45–65 who were actively looking for information surrounding hormone replacement therapy. Responding to BBK's empathetic and engaging messaging on multiple media fronts – print, radio, and direct mail – this study received over 3,000 referrals and resulted in on-time enrollment.

Objective // Enroll 900 menopausal women by asking them to re-evaluate their perceptions of HRT, their outward appearance, and their inner well-being using an emotional call to action

Challenge // Reach a large patient population about a sensitive issue in a personal way through mass media

Result // Study enrolled on time

Expert Analysis



BBK's exhaustive research led to identifying specific markets containing the ideal mix of older women who would be most receptive to receiving comprehensive study-related information about the potential risks and benefits of HRT and its effects on overall well-being. Through multiple

media channels, such as print, radio, and direct mail, BBK's recruitment toolkit helped mitigate the fears that many women felt about HRT by incorporating empathetic testimonials from women who had undergone successful HRT, and ultimately helped enroll the study.

Phase II Study // Stage III or IV Malignant Melanoma



Fighting Melanoma with Compassion // With hundreds of competing studies and only six months to fulfill enrollment goals, BBK's focus was to differentiate this melanoma study in the minds of both patients and physicians. Success came with finding the right investigators and refining campaign messaging to take a more compassionate and empathetic approach.

OUR INVOLVEMENT	
After First-Patient-In Date	
COUNTRIES	
Canada	} 25 Total Sites
United States	
AUDIENCES	
Patients	} Most Difficult to Engage
Investigators	
Site Staff	
Referring Physicians	
KEYS TO ENROLLMENT	
Study Messaging	
Site Selection	

10

Number That Counts // This protocol was competing with 200+ studies, 55 of which were enrolling patients with stage III or IV melanoma, specifically. BBK found the shortest distance to full enrollment was to create a standout recruitment campaign and add 10 new sites with investigators who specialized in melanoma, but were not involved in competing studies.

Objectives // Select additional investigative sites and design a recruitment campaign capable of enrolling 53 patients within six months

Challenge // 200+ competing studies (55 recruiting for stage III or IV melanoma)

Result // The study enrolled six weeks ahead of schedule

Expert Analysis



This study was lagging due to both poor site performance and a staggeringly high number of studies competing for melanoma patients. To meet the study enrollment goals in the waning enrollment period, BBK identified 10 new sites with investigators who specialized in melanoma, were not conducting competing studies, and who had significant referral networks. The creative campaign differentiated this study in the minds of patients and physicians, leveraging the theme of compassion – compassion for late-stage melanoma patients, the compassionate use provision of the protocol, and empathy for the lack of a standard of care. In the end, enrollment was achieved ahead of schedule.

Phase III Study // Psoriasis

Distinct Messaging // After analyzing the formidable recruitment challenges threatening this study's enrollment, BBK knew that success would depend on distinguishing this study opportunity from other studies and treatments. The campaign positioned participation as access to the latest science – which resonated with patients who had little success with other treatments.

OUR INVOLVEMENT	
Study Planning	
COUNTRIES	
Canada	} 74 Total Sites
Mexico	
United States	
AUDIENCES	
Patients	} Most Difficult to Engage
Sites	
Media	
KEY TO ENROLLMENT	
Study Messaging	

128

Number That Counts // BBK exceeded enrollment expectations by 128 patients and two months ahead of schedule. The well-orchestrated campaign had just the right mix of tactics, including TV and newspaper ads, media relations and advocacy outreach, direct mail to 15,000 psoriasis sufferers, a Web site, and patient education materials.

Objective // Enroll 800 patients within 10 months for three protocols

Challenges // Competing treatment options; competing clinical studies; placebo arm; long-duration study

Result // 928 patients were enrolled with two months to spare

Expert Analysis



With three protocols to enroll and considerable recruitment challenges, this client turned to BBK Worldwide. Not only did two of the protocols contain a placebo arm, but the third had a duration of more than a year – a commitment that could be daunting to potential participants. What's more, competing treatment options and competing clinical studies warranted strategic patient recruitment help. BBK designed a distinctive campaign that positioned participation as access to the latest science, rather than the latest fad cure. The campaign drew an overwhelming response and helped the study exceed enrollment with two months to spare.