

**Campaign Title:** "Body Language"

**Brand:** XELJANZ

**Company(s) Involved:** Y&R and Pfizer Pharmaceuticals

**Category:** Pharmaceutical

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## Summary

Pfizer had high expectations for the launch of XELJANZ. A new drug for RA, XELJANZ had the potential to offer a unique proposition against the competition, however the brand needed to enter a highly mature and cluttered category which would require break through work. Further, the market had been trained to see our key differentiator as a potential liability. XELJANZ needed to find a disruptive way to brand itself with a truly differentiated and yet meaningful proposition that could be executed across media touchpoints appropriate to reach our target. "Body Language" was created as a multi-channel campaign, designed to look and feel different from everything else on the market.

One year after launch, the results were astoundingly positive across the board for XELJANZ. The proof of our success was measured by positive results on KPIs including consideration, likelihood to discuss, and branded campaign recall but most significantly superior performance in terms of overall prescription volume.

## Marketing Challenge

Rheumatoid Arthritis (RA) is a chronic progressive autoimmune disorder that seriously damages the joints in the arms, legs, hands and feet over time. There are 1.5 million people in the US suffering from RA (<http://www.arthritistoday.org/about-arthritis/types-of-arthritis/rheumatoid-arthritis/who-gets-ra-and-why/who-gets-ra/how-do-you-get-ra.php>). XELJANZ is a pill that works differently from the major brands typically used to treat RA, which meant breaking in would be difficult. Rheumatologists would be slow to move from the established treatment protocol. When the direct-to-consumer campaign launched in June 2013, entrenched “injection and infusion” brands were engaged in a fierce and expensive share battle. The top three advanced therapy competitors, Humira, Enbrel and Orencia dominated the category, generating 60% of sales (client data, Nielsen Monitor-Plus). Our prospects, women with moderate-to-severe RA between 35 and 70, would be difficult to motivate. Extensive insight work told us it would be challenging to get people to understand that a pill could be just as effective as a biologic injection or infusion (client data). Further, RA erodes women’s sense of self-confidence and hope; they begin to believe that it's normal to live with pain, even when they are on treatment. They’ve settled for a new “normal” that's far from normal. It’s a woeful paradox. They suffer and don’t realize they could be doing better or they fear making their RA worse by changing to something new. We needed to inspire patients to have higher expectations about treatment results and their quality of life, and ask about XELJANZ, the powerful, new RA treatment in an easy-to-take, small pill. Our goal was to attract new patients to advanced therapy, not to switch them from other advanced brands. These patients are harder to attract than switchers and critical to brand growth.

## Methodology

We knew a robust research plan would be required to launch XELJANZ. Developing Rx creative that breaks through requires a commitment to research at critical junctures in campaign development. It wasn’t enough to think about qualitative research for insight and quantitative for segmentation and creative assessment, we needed partners that would help us evolve early-stage ideas into real platforms and campaigns as well as evolve them along the way. Output at each stage was used to fine-tune the insights and story framing. Segmentation fielded by **CMI Research** as well as in-depth exploratory qualitative research, fielded by **In Sync**, helped us uncover relevant, emotional territories. **BrainSurgery** leveraged their proprietary creative development approach and helped us hone in on the most powerful and attractive ways to engage with consumers to motivate them towards brand. We worked with **Vision Critical** to evaluate and optimize concepts to be put into quant testing, which we did with **ComScore** to identify a winning platform. Once our campaign direction was selected, **Kantar Health** supported our efforts to develop message bundles that would be appropriate to motivate by channel and touchpoint. Given the challenges of keeping Rx patients on therapy, we knew that we would need a first-class patient support program as part of the XELJANZ consumer brand experience to ensure the greatest number of patients would benefit from XELJANZ treatment and to deliver the business performance Pfizer needed. We saw an opportunity for a program more closely aligned with daily RA treatment management. With vendor **NowWhat**, we conducted journaling and interview exercises. With patients participating in real-time, we co-ideated the priorities, content and tools for the XELJANZ support program—one that understood patients’ needs to be treated as people, with personalized goal setting and tracking that wouldn’t overwhelm with tasks or information.

## **Creative Execution**

When you have Rheumatoid Arthritis (RA), you hurt all over. It hurts to move, to be touched... to be in your own body. This kind of devastating pain makes it almost impossible to find joy in anything, even the simplest things that other people take for granted. It is the seemingly insignificant pleasures, the most intimate moments, our research revealed RA sufferers missed most. We wanted a campaign that would illustrate the power of being present in these small moments, that would recognize our patients first and foremost were real people, women with dreams and desires stolen by RA.

The XELJANZ creative approach focused on the beauty and power of the little but beautiful things that the human body was made to do--talking with your hands, dipping your toes in the water, clasping your necklace. Rx advertising legal requirements limit what you can actually say in communications. We had to find an honest and compelling way to break through and bring to life this essential idea across all channels, to express the promise that those who take XELJANZ may be able to experience life's intimate moments more fully. Creatively, we departed from problem-solution story lines that many Rx ads employ. We developed an elegant black-and-white campaign called "Body Language" that brings attention to the beauty of how the body works in intimate moments that RA sufferers long to have, and may achieve with XELJANZ. Shot entirely on film, not video, the campaign focused on individual body parts, with slow motion and close ups. We featured specially composed music that would inspire an almost tactile feeling, further bringing the insight to life. These unique elements were carried throughout our "Body Language" cross-channel plan, leveraging each touchpoints unique characteristics.

## **Business Impact**

During the period of September 2013 to July 2014, we saw positive KPI metrics, many of which were above established norms. Brand awareness for XELJANZ jumped 24% among our target, lifting the brand to third place within the well-established competitive set (source: RA Syndicated Monthly Report, 2014).

Branded campaign recall rose 26%, vaulting the brand to third place, despite the brand only having been in market just over a year (source: RA Syndicated Monthly Report).

Likelihood to discuss XELJANZ with your doctor increased 24%, rising above the DTC norm. (source: RA Syndicated Monthly Report, 2014).

Consideration increased an astounding 75% among the target, reaching the highest level among all competitors (source: RA Syndicated Monthly Report).

Prescription volume rose 95% among patients new to advanced RA therapies. These patients are important to sustaining long-term growth (source: IMS LifeLink Data).

Additionally, our CRM program, comprised of direct mail and email, successfully converted leads to users at four times the DTC benchmark (source: Crossix).