

Campaign Title: Taking Back Control

Brand: Myrbetriq – Consumer

**Company(s) Involved: Astellas, FCB Health, Katalyst, Pathway
Omnicom Group**

Category: Cross-Platform

Summary

Marketing Challenge:

In 2014 Myrbetriq entered the extremely crowded, commoditized market of products with the intent to become leader in the Overactive Bladder (OAB) treatment category.

Methodology:

An “Inside-Out Framework” helped unearth insights to better connect with consumers: understanding their self/life context, relationship with OAB, and the relationship with those around them as it relates to OAB.

Creative:

Using TV, social media, apps and live events, we built a high-touch campaign - Taking Back Control – that was unlike any other in the category. This was pulled through TV, web, print, social media, mobile, and point-of-care.

Business Impact:

Success in breaking through the product centric approach normalized in pharma consumer marketing and moving to a patient-centric approach was realized through achieving success in four key areas:

- Awareness/Equity
- Engagement
- Intent to Discuss with Doctor
- Emotional Connection

Marketing Challenge

Imagine a competitive environment in which there are nearly 60 existing prescription and over-the-counter products in a market that has been established for nearly 20 years and where marketing behemoths like Pfizer, Kimberly-Clark, and P&G continue to invest millions to expand their market share. The numbers of competitors reflect the enormity of the market opportunity: the nearly 46 million Americans over 40 who suffer from overactive bladder (OAB) symptoms-- the constant feeling of needing to urinate, urinating frequently or "leaking" before getting to the bathroom.

Despite all of the market players, there is still a major disconnect and unmet need: large numbers of OAB sufferers are in a constant cycle of seeking but are dissatisfied with what they find. They either muddle their way through the condition with workarounds, or join the 66% of those who try a prescription medication and quickly stop using it because the product doesn't meet their expectations.

The barriers to finding, engaging, and converting these OAB sufferers into long-term customers are daunting:

- **OAB remains a stigmatized condition**, making it harder for sufferers to identify as having OAB and prioritize it as something they need to treat.
- **OAB is emotionally devastating for adult women** as being disruptive and frustrating, but also signifies a loss of personal mastery over a very basic primal learning: being in control of her bladder. This represents deep conflict for these midlife women who take considerable pride in their life accomplishments as well as in their mastery as 'fixer' of all things.
- **Targeting and differentiation for this audience is extraordinarily challenging and expensive:** Women 40+ is a highly diverse group and frequently targeted by many pharma and lifestyle brands.
- **The doctor-patient discussion around OAB is deprioritized as a "lifestyle" condition, and prescription treatment options are perceived as "all the same"**, resulting in misaligned treatment expectations and patients who stop using the product due to frustration.
- **By 2014, the OAB oral prescription category was commoditized and largely surrendered to generic options.** Meanwhile, CPG pad manufacturers are leveraging their substantial spend to convince consumers that bladder leakage is normal, and unnecessary to treat medically.

How can a newer product to the market—Myrbetriq—successfully enter this extremely crowded, commoditized market of undifferentiated products and win over a generation of jaded, dissatisfied consumers with a stigmatized condition?

Methodology

We worked with our client partner Astellas in the development and execution of an extensive research program with three objectives:

- 1) **Challenge** the set of “known insights” gathered from years of OAB market activity;
- 2) **Unearth** new, provocative insights that help us understand our customer “beyond OAB and beyond the pill”;
- 3) **Architect and calibrate** actionable learnings within a patient-centric “journey” to create a brand experience at every step (something not commonly done in the pharma category) to leverage every opportunity to get women started on Myrbetriq and help them succeed in overcoming their OAB challenges.

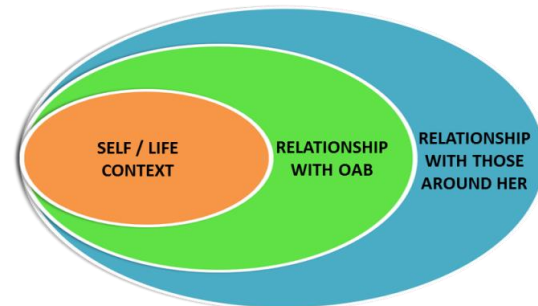
To help us achieve these incredibly unique and specific objectives, each research component was guided around an

INSIDE-OUT FRAMEWORK:

(A) SELF / LIFE CONTEXT: Understand where she is in her life, what matters to her and what doesn’t, and what makes her tick.

(B) RELATIONSHIP WITH OAB: Learn barriers, drivers, and influencers to getting diagnosed and to trying a new treatment.

(C) RELATIONSHIP WITH THOSE AROUND HER [AS IT RELATES TO OAB]: Learn how peer, partner, family, and doctor interactions can motivate her to try Myrbetriq and to stay the course in managing her OAB.



Inputs included:

- Qualitative IDIs and Focus Groups that spanned 20 cities, ~300 patients, and ~25 physicians
- Ethnography (In-Office Patient-Physician Dialogues)
- Social listening
- Social profiling
- Quantitative analyses
- 360 Research

Creative Execution

THE INSIGHT:

- **MAKE IT EMOTIONAL:** *We learned that sufferers felt they were not in control of her bladder; its malfunctioning made her view it as separate from herself. It therefore took on an external, independent identity: uncooperative, rebellious, frustrating, and unpredictable. The way OAB was perceived had to shift from resignation and acceptance to being able to confidently manage the impact of OAB. This hinges on unlocking and tapping into the "master" within each woman, across the entire OAB patient journey.*
- **MAKE IT A PARTNERSHIP:** *The brand's communications and business model had to go beyond competitive and category efforts that focused simply on selling a product. We needed to demonstrate Myrbetriq's reason to believe not simply through the medication's features and benefits, but through the brand behaving in a unique way, offering a more humanized and empathetic experience. Not just a pill – but a path forward to changing her life.*

THE CREATIVE: When Nature Calls + Facebook

- TV Spot / Campaign "When Nature Calls":
<https://www.ispot.tv/ad/AtZe/myrbetriq-texting>
- Facebook page: <https://www.facebook.com/Myrbetriq/>

MYRBETRIQ PUSHED INTO NEW TERRITORY WITH A BRANDED CAMPAIGN LIKE NO OTHER IN THE OAB PRESCRIPTION OR CONSUMER GOODS (OTC) CATEGORY

- **Category marketing had failed to connect on an emotional level.** Competitive pharmaceutical and consumer good (OTC) brands have created functional/rational campaigns that normalize the condition, focus on bladder, and focus on the product. No one had ever addressed what it literally felt like to have OAB. So, based on our insights, we focused on what it felt like, physically and emotionally to deal with constant and annoying symptoms of OAB every day. The campaign needed to appeal and connect on an emotional, empathetic level to break through the "noise", quickly differentiate, and unlock growth.
- **The campaign allows the woman hero to gain perspective that unlike other areas of her life, she is ceding control to her OAB symptoms which is preventing her from leading the life she wants.** Myrbetriq is offered as a new "partner" to help her and her doctor work together to manage the condition. The connective tissue is the animated bladder character that seems to have a life of its own until the woman hero victoriously regains the upper hand and takes control of her nagging bladder.

WE ARE USING THE CAMPAIGN AS A LAUNCHPAD FROM WHICH TO CREATE MORE PERSONAL AND CONTEXTUALLY RELEVANT CONTENT FOR MORE PERSONAL AND CONTEXTUALLY RELEVANT CHANNELS

- **Facebook:** Our audience over-indexes for Facebook; their isolation creates a need for social networks, which can motivate them to talk to their doctor, so Myrbetriq recently became one of the first pharmaceutical brands to successfully create a patient-centric Facebook presence with lifestyle, product, and empowering support content
- **Events Based Partnerships:** OAB sufferers often comment on how their symptoms are top of mind when they participate in extra-curricular lifestyle activities. Myrbetriq has had three long-term partnerships based on target audience interests:
 - Country Music Association / ABC Partnership: A six-month, multi-channel initiative that included onsite activation at the CMA festival in Nashville with “VIP bathrooms” and a sweepstakes that culminated in the CMA Awards show on ABC.
 - PGA Partnership: Condition/brand education and recontact communications

Run Pee App: Across the board, OAB sufferers specifically mention how going to the movies is ruined by frequent runs to the bathroom. We partnered with an app called Run Pee that allows users to know the best moments to use the bathroom while watching a movie at the theater, and prompts them to learn more about Myrbetriq.

Business Results

Our success in breaking from the product centric approach normalized in pharma consumer marketing and moving to a true patient-centric approach meant achieving success in four key areas:

- Awareness and Equity
- Engagement
- Intent to Discuss Myrbetriq with Doctor (this is a very important metric in the pharma category and main indicator of future share growth)
- Emotional Connection

Awareness and Equity

High recognition of TV and brand assets – strongest produced to date in the category.

- TV Ad Recognition for *Texting/When Nature Calls* is significantly above norm including prompted Recall and Total Branded Recall
- Brand awareness reached a historic high placing Myrbetriq at parity with older competitive brands and higher spend OTC OAB products.

Engagement

- Year over year growth on new starts and overall prescriptions
- CMA/ABC Partnership: Doubled the benchmark for unique brand opt-in rate
- RunPee: significant increase in app downloads and engagement

Intent to Discuss Myrbetriq with Doctor

The campaign has succeeded in promoting the brand in a way that not only builds stronger brand equity but ultimately has encouraged branded doctor conversations. Intent to Talk with Doctor has shown consistent and sustained from 2014 campaign inception through 2016

Emotional Connection

Among consumers that were aware of Myrbetriq, the strongest associations were those emotional attributes reflected throughout the campaign and across touch points. The OAB Brand Imagery Brand Attributes that were the key drivers of Intent to Talk to Doctor were:

- Gives you hope
- Can make a difference
- Helps you feel more confident
- Makes you worry less
- Helps you live a healthy active lifestyle