

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in various shades of blue, yellow, and white. Some shapes are solid, while others have patterns like polka dots or are semi-transparent. The overall effect is a modern, layered, and textured visual field.

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2019**

Best Healthcare Campaign



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Campaign

Sightsee With Me: AMD Awareness Week 2018

Description of Campaign

2018 AMD Awareness Week heralded a new era for a decade-long campaign. A revitalised approach delivered a compelling creative platform and emotive narrative that facilitated a targeted public information campaign about a little-known health issue that is the number one cause of sight loss in Ireland for those aged 50+.



Public Relations Consultant

Teneo



Client

Novartis Ireland Ltd.

Background to the Campaign

There are currently 225,000 people in Ireland with sight loss. Age related macular degeneration (AMD) is the leading cause of blindness amongst those aged 50 and over in Ireland and 23% of blindness is caused by AMD. The symptoms include vision distortion and blurring. These symptoms often go unrecognised in the early stages, increasing the risk of sight loss. It is crucial that those aged over 50 get their eyes tested every two years. When AMD is diagnosed and treated early, it is a very manageable condition.

A fresh new approach to AMD awareness was required. For its 11th year, Novartis challenged Teneo to devise a transformative public information campaign that would:

- Revitalise AMD awareness week.
- Disrupt the norm.
- Inject creativity.
- Increase engagement with stakeholders and the public.

Health related awareness campaigns are implemented every week in Ireland. It can be challenging to gain cut through and achieve engagement, particularly when the target demographic is inundated with messages about managing their health. AMD Awareness Week focused on using strategic communications to inform relevant stakeholders about a major health issue, creating a tactical plan to inspire and motivate action.

Teneo was charged with creating mass public awareness in relation to AMD Awareness Week. However, there was no new news hook. The challenge was to reiterate the report's key messages and devise a newsworthy call to action. One main key message was vital in 2018 to engage and inform the public: AMD is the number one cause of sight loss in Ireland. An emotive visual platform for the campaign would be required to communicate this message.

Statement of Objectives

The overall aim of this public information campaign was to increase education of the symptoms of AMD among targeted audiences and encourage the public to get their eyes tested.

Public:

- Educate and increase awareness of AMD among the over 50 population in Ireland and the influencers in their lives including sons, daughters, grandchildren etc.
- Rollout national AMD testing during AMD awareness week.
- Secure a strong media presence for the campaign nationally and at regional level.
- Reach and engage with the 50+ year old audience through social media and google display.
- Create AMD educational video content to increase awareness of the symptoms and encourage testing.
- Increase visitors to the AMD.ie website during AMD week to provide educational resources and information on free testing.

Partner groups and key stakeholders:

- Encourage participation in the campaign among optometrists and ophthalmologists around Ireland.
- Drive Novartis' profile as dedicated to preventing blindness in Ireland and leaders in ophthalmology.
- Garner support from National Council for the Blind (NCBI), Fighting Blindness, Irish College of Ophthalmologists (ICO) and the Association of Optometrists Ireland (AOI) as endorsers for the campaign and provide them opportunities to engage with the campaign within their business and support their goals.
- Secure Healthy Ireland endorsement to drive increased awareness of the campaign in line with the government's aim to create an Irish society where everyone can enjoy physical and mental health at every level of society.

Internal stakeholders:

- Reinforce Novartis' dedication to AMD awareness internally and engage and excite staff with the campaign.

Programme Planning and Strategy

Research:

- Teneo surveyed 50 people aged 50+ and found (video in appendix):
 - 1 in 3 don't know it's recommended to get eyes tested every two years when over 50.
 - 35% never heard of AMD.
 - 78% had never been tested for AMD.
 - 23% would get tested if it were available at a convenient location.
 - 40% want more information on the risks of not getting tested.

Teneo defined a primary audience of men/women aged 50+ and a secondary audience of the influencers (sons, daughters, grandchildren).

Insights:

- There's a significant lack of understanding of AMD.
- While health and wellbeing are important to over 50s, they don't consider eye health a priority.

- The “new 50s” are more active than ever, interests include:
 - Travel
 - Social media
 - Health/wellbeing
 - Family
- Public health information campaigns that scaremonger are less effective /drive lower engagement than those that seek to reassure, educate and drive action.

Strategy:

Teneo developed a creative platform with a call-to-action: Sightsee With Me.

Platform meanings:

- Seeing beautiful places/ special moments together creates lasting memories; a family holiday, walking on the beach with Mum, or watching the grandkids play.
- As we age, we have more time to sightsee and we cherish those moments.
- Over 50’s are encouraged to get their eyes tested so they can continue to see the sights/make memories with their loved ones.

The content strategy aimed to:

- Educate on AMD symptoms /the importance of regular eye tests.
- Engage meaningfully with the audiences.
- Empower those aged over 50 to take control of their eye health.

Campaign components

Teneo created a range of integrated components to achieve the objectives with consistent messaging.

New Ambassador

Having turned 50 and finishing in second place on Dancing with the Stars, Deirdre O’Kane was ideal as the new AMD ambassador. Deirdre has aspirational appeal to the core demographic and was in prime position to discuss AMD Awareness Week as a peer.

Deirdre’s vivacious personality injected fun into the media components, while embodying a health conscious and spirited over 50.

Deirdre also had wide appeal to both the primary and secondary target audiences.

Educational Materials

Teneo developed a new campaign identity. This included a suite of print and digital materials and a strategy to disseminate to the public. An emotive image of a mother and daughter appeared across all collateral to connect to the various audiences.

Teneo developed a leaflet with a twist. A mini puzzle book, with a clever fold and reveal, provided intrigue, leveraging the insight that people love to do puzzles when travelling.

Posters were created to educate on the key messages and drive awareness of the eye testing locations.

National testing

To drive engagement, it was imperative to bring the campaign to the public at grassroots level through free AMD eye testing. Teneo recommended a fresh approach to testing.

The AMD Sightsee With Me testing bus was created. This fully branded double decker bus was kitted out internally to accommodate optometrists /testing area. It also served as an awareness platform with prominent key messages and website address.

A pop-up eye test station was brought to Inis Mór for the first time. With a population of 762, (45.5% are over 50) the island has no optician and it is rare that free health checks are available. Effective communication with the locals was required, and Teneo enlisted the local ferryman who used the island’s What’s App group to drive attendance.

Media launch event

On the 6th September, ahead of AMD Awareness Week, Teneo convened a media launch event with a difference. Deirdre O’Kane hosted a blindfolded sightseeing tour for media and key stakeholders. Attendees on the open top bus wore blindfolds to experience sight loss while Deirdre described sights that they had to guess.

The bus then visited six locations around Dublin. It was an incredibly engaging, memorable, and tangible way to bring to life the severity of AMD. A pre-event was held at Ely Place whereby two patients shared their experience with AMD and a consultant eye surgeon provided educational content.

Internal event for Novartis employees

Teneo coordinated an exclusive pre-launch for Novartis staff at the offices on Merrion Road to give them peak at the bus convened by the Country Manager.

Staff could get a free eye test, view the bus, take photos and share details on their own social channels to drive awareness.

Media relations

A strategic media relations campaign was implemented by Teneo with a national consumer press release and medical trade press release as well interview placement with Deirdre O’Kane. A photocall with Deirdre was coordinated at the launch event with photos regionalised. What’s on media notices alerted to the rollout of the testing locations.

Regional radio campaign

A new radio ad for the campaign was scripted and coordinated by Teneo with Deirdre O’Kane as the voice over. The ad incorporated the Sightsee With Me theme and key educational messages.

Digital and social media

For the 2018 campaign Teneo recommended a digital and social media campaign to drive awareness and engagement. Over 50’s represents one of the fastest growing segments on Facebook. It also allows for targeting towards sons & daughters to encourage ‘pester power’. Teneo created a suite of social assets which showcased the visual effects of AMD as well a video of ‘What is AMD?’.

Measurement

AMD Awareness Week 2018 was hailed the most successful in its 11-year history by Novartis and all stakeholder groups.

Public:

The results highlight success in educating and increasing awareness of AMD among the over 50 population in Ireland and the influencers in their lives.

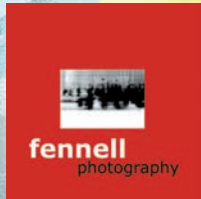
- 30 attendees at the media launch event including media, partner groups, HCPs and Novartis stakeholders.
- The testing bus visited nine locations throughout AMD Awareness Week, travelling over 820km. Locations were selected due to high footfall of the primary target audience and included libraries, golf clubs, a lawn bowls tournament, and Inis Mór.
- National and regional media coverage secured.
- Two TV segments secured featuring the bus and a live AMD eye test (target was one).
- 120 radio ads aired regionally over two weeks reaching 273,000 people.
- 49% increase in website visits during AMD week. All coverage and campaign materials carried key messages affirming Novartis’ position as dedicated to preventing blindness in Ireland and leaders in ophthalmology.

Partner groups:

- Partner groups (NCBI, Fighting Blindness, ICO and AOI) actively supported the campaign and attended the launch event. Many ran their own AMD initiatives too such as coffee mornings. Each has committed to partnering in 2019 based on the positive results from 2018.
- Teneo secured Healthy Ireland endorsement and its logo featured on all campaign materials.

Internal stakeholders:

- For the first time in the campaign history, an internal AMD awareness event was held with 60 attendees and 30 Novartis employees were tested at the event.



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