



+608% BeSci Win

Dr Communication
'Test if BeSci works'



Category: Pharamceuticals

Project: EDM + KOL Video Engagement

Client: Confidential. Australia. New Zealand.

The Challenge:

Our client wanted to test if Behavioural Science really works. We agreed on a small, low risk project as a proof point for success.

The client had invested money to invite an international Key Opinion Leader to travel around Australia to speak with Health Care Professionals on the latest scientific and clinical study information. To extend content reach, the client created a highlights video. This was sent HCP's via an EDM. The behaviour challenges to measure were:

1. Open rate of the EDM
2. Click through rate
3. Video click + length of video watched

Real World Challenges:

- Approvals for pharmaceutical promotions require many people to be involved including medical, marketing and because this was a novel methodology we needed global medical and marketing approval.
- The time for rounds of approval were lengthy.
- All promotional material requires a lot of medical and legal referencing and qualifiers that also takes up a lot of space on the promotion.

Nudge Pilot:

The 3 EDMs to pilot:

- EDM 1: The control – a long promotional EDM
- EDM2: EDM1 with numerous nudges applied
- EDM3: A simplified, stripped back, single message EDM

The lengthy original EDM included the CTA for the video + content, messages and product related messages with mandatory legal content. We decided to test if adding BeSci nudges to this lengthy EDM would make any difference. We were still concerned the content would overload, cause friction and disengagement. With this in mind we created a 3rd EDM to pilot - it was stripped back, single minded and easy to understand. We applied elements of the EAST model, removed friction plus included picture superiority, halo effect, FOMO and other small nudges to EDM3. We believed the video was too long to expect HCP's to watch 7 minutes and created a 60 second version for EDM2 & 3. The subject header for EDM1 and EDM2 were the same. EDM3 had a CTA in the subject header.

Nudge Pilot Sample: The audience total was 7000. We divided the list by 3 and sent each EDM to approximately 2300 HCP's.

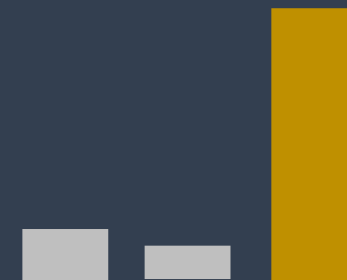
BeSci Nudge Results:

Winner = EDM3 The stripped back campaign. Worst = EDM2 Nudges applied to control. Video view time also varied. Adding nudges to content is not enough. You need to rethink behaviour change objective, remove friction, motivation + more

Campaign	EDM1	EDM2	EDM3
Targets	2329	2276	2296
Reached	792	674	877
Engaged	17	9	102
Reach %	33.99%	29.60%	38.18%
Engage %	0.73%	0.40%	4.44%

- Less is more. Disrupt your desire to include more.
- Be single minded in your behaviour change CTA
- Calculate if the ROI on your promotions = cost-prohibitive

Measured Results Matter



+608%

More HCP's engaged
EDM3 v. EDM1 (control)

5.08x

Less \$cost/engagement
EDM3 v. EDM1 (control)

Understanding the Brain is Your Business

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