



+608% BeSci Win

Increase in Dr Engagement



Category: Pharamceuticals / Communication




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 lengthy approval process
- All promotional material require a lot of medical and legal referencing + qualifiers that takes up a lot of space on the promotion messaging.

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 with product related messages + 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 disengage. 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 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 different subject header including a CTA.

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

BeSci Nudge Results:

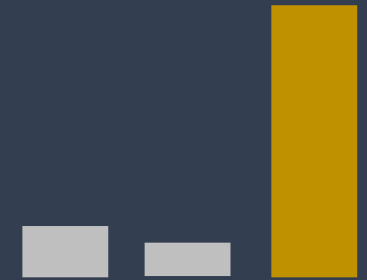
Winner = EDM3 The stripped back campaign. **EDM 3 resulted in +608% more HCP's engaged with the cost for this campaign 5x less than EDM 1**

Both EDM1 and 2 performed poorly. Unexpectedly the worst results was EDM2. This proves overload and simply adding nudges to content is not enough. You need to rethink behaviour change objective, motivations and remove friction and then add nudges. The measured outcomes included

- Reach
- Engagement
- Length of video engagement
- Cost per campaign

- **NUDGE TIPS:** Less is more. Disrupt your own desire to include more.
- Be single minded in your behaviour change CTA
- Calculate the ROI on your promotions. Ask are they cost-prohibitive?

Measured Results Matter



+608%

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

5x

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

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