



# **Communication Strategy: Trends, Developments and Ideas in a Fully Digital Environment**

**Con Franklin, Managing Director, Ketchum Health**

**Ketchum**

# Let's define what we mean by communications & PR

- “The management of the relationship between an organisation (or individual) and its stakeholders & audiences to spark thinking or behavioural change”
- It's not marketing
- It's not advertising
- It's largely “non-promotional”
- It's about **conversations**:
  - Sparking the right dialogue
  - Encouraging engagement with businesses, products and services
  - Creating good information flow

# The communications landscape in medicines has changed

- **2009:** One-way flow of information, press releases, organisation-driven storytelling
- **2019:** Provoking external dialogue, response and engagement by ‘starting conversations’, not just storytelling

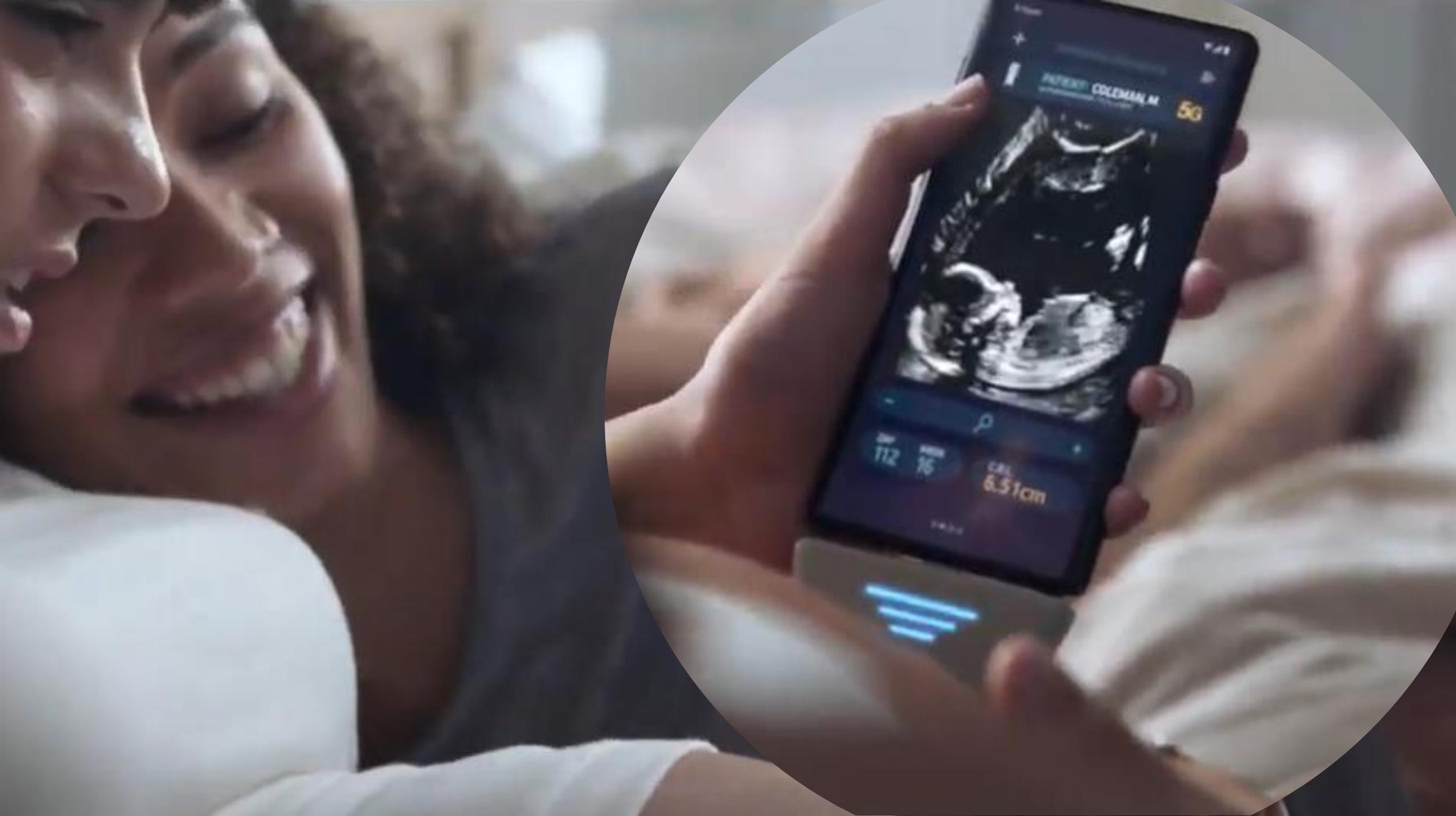
# It's about data and insight in 2019

- Everything we do must be driven by deep analysis and an understanding of the environment around an asset in development
- We use a range of sophisticated tools which help us get to the **insights** which drive the right conversations
  - Socially (Twitter, Facebook, Instagram)
  - Professionally (websites, conferences, meetings)
  - Via the media



## **Key Trends in the digital space**

**Ketchum**



PATIENT: COLEMAN, M

50

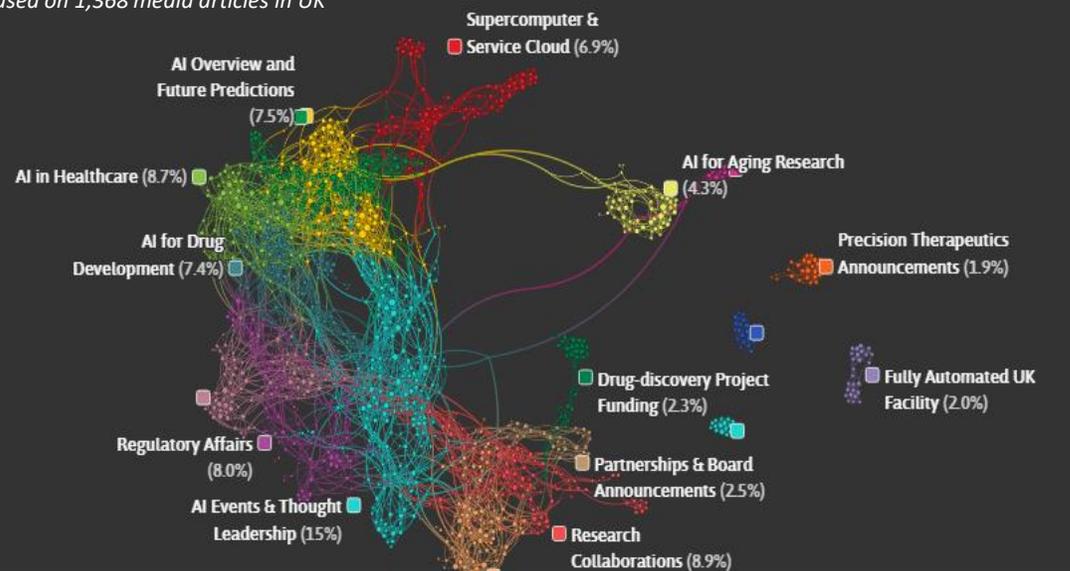


HR 112

PULSE 76

CRL 6.51cm

DATE TIME



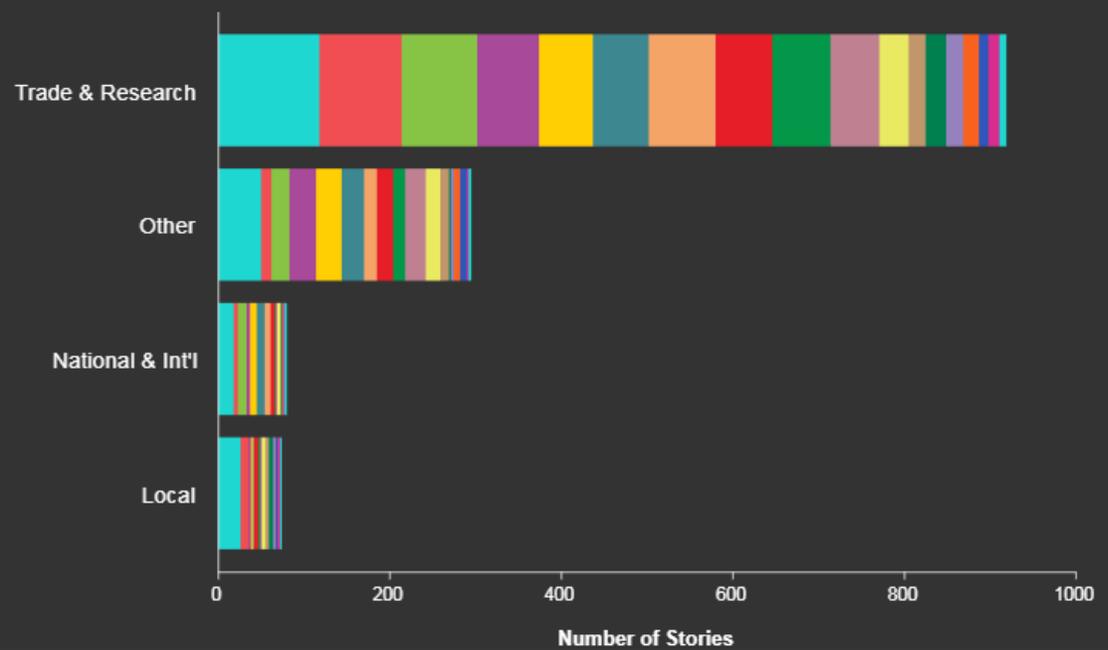
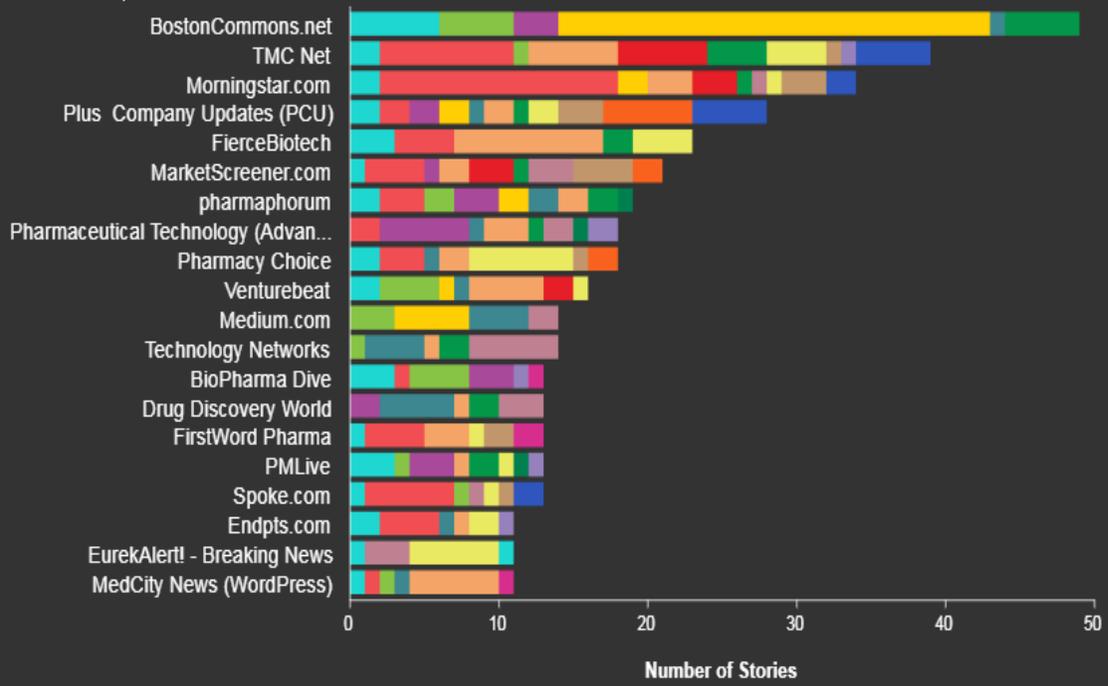
# DRUG DISCOVERY MEDIA LANDSCAPE

## Theme SOV



- Media coverage around AI and drug discovery is primarily focused on innovative partnerships/collaborations and predictions for future innovations.
- It's clear that this topic is in its infancy, with the tone of coverage positive and future-gazing, focused on the possibilities in the marketplace for AI contributions.
- Research is also still a focus, with coverage focused on strategic investments and drug approvals as well.

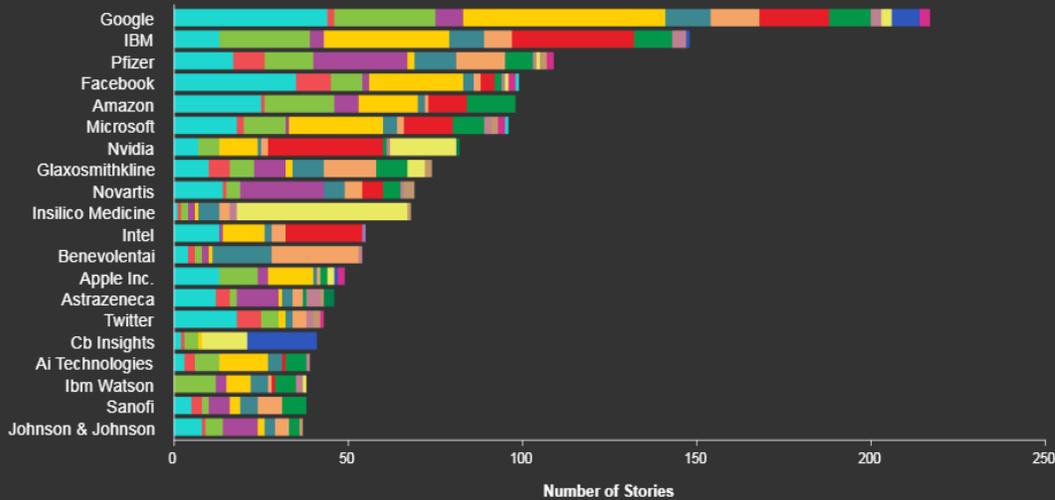
Based on 1,368 media articles in UK



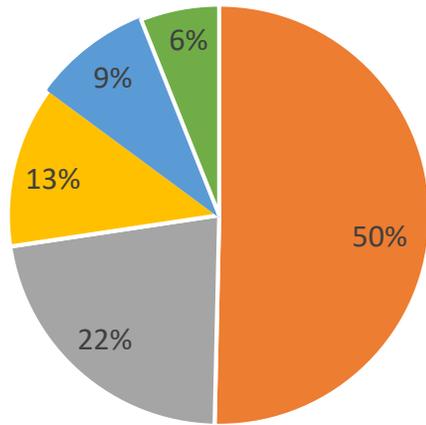
# AI DRUG DISCOVERY MEDIA SOURCES

- The primary publications covering this topic are trade, research and industry focused, though some top tier national/international and regional press write about the topic as well.

## Other Companies Mentioned



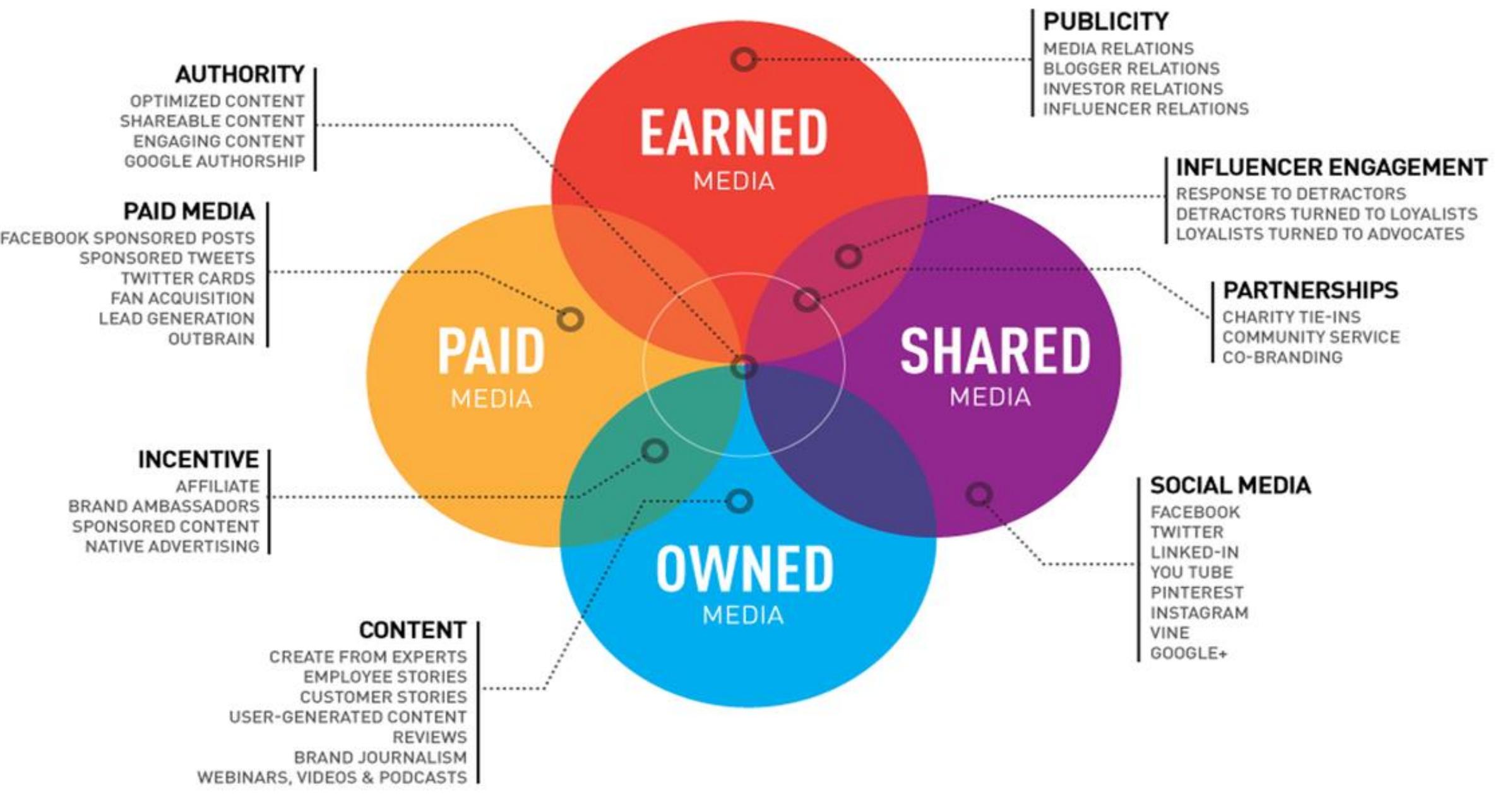
## Share of Voice



■ Google 
 ■ Microsoft 
 ■ Benevolent 
 ■ IBM Watson 
 ■ Exscientia

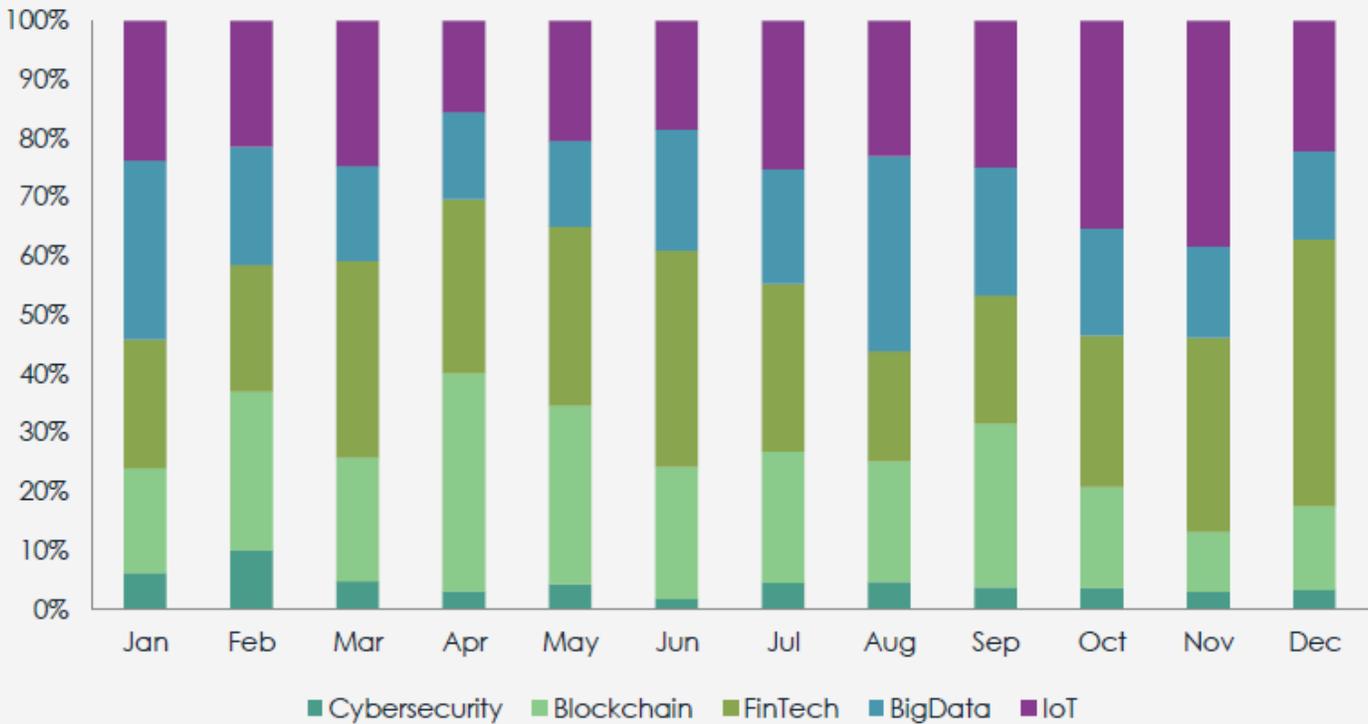
# DRUG DISCOVERY MEDIA SOURCES

- One-quarter (25%) of AI Drug Discovery coverage mentioned Exscientia or its competitors.
- Google is the most-mentioned company in the drug discovery space (both overall and amongst the competitive set).
- Other companies being covered were primarily pharma giants such as GSK, Novartis, Sanofi or healthcare technology companies including Apple and J&J.

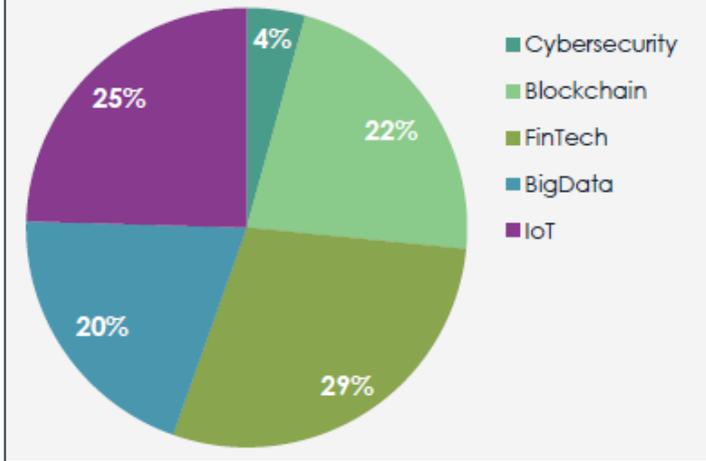


# How we can use tools to generate insight

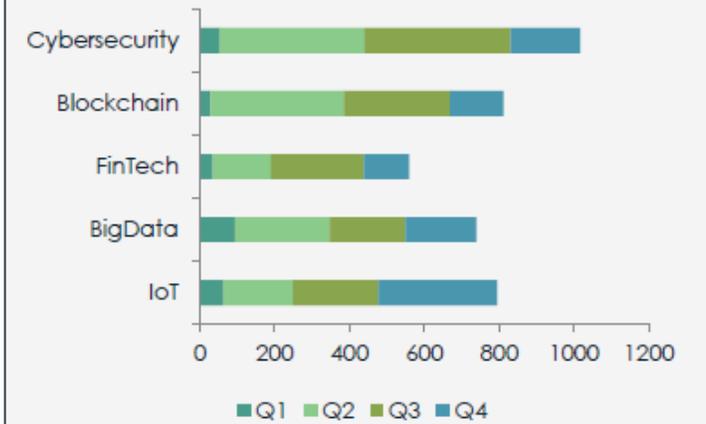
Influencer Conversations Over Time by Topic



Key Topics SOV



Key Topics Volume



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# How we can use tools to generate insight

## Dr. Chris Day



Doctor  
@drcmday

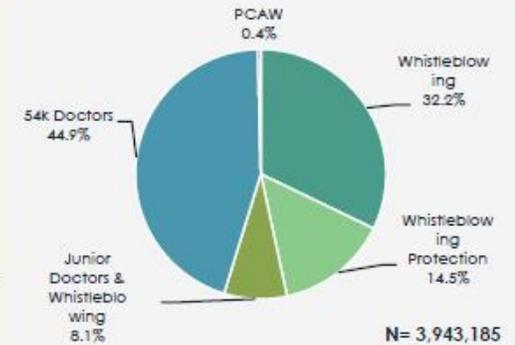
## Profile Summary

- Dr Chris Day ranks as the **most influential** individual within conversations about whistleblowing
- His **background as a whistleblower** has gained him popularity and he resonates as a key figure within the industry. As a consequence, activists such as David Drew are keen to engage with him
- Within his mentions of whistleblowing, he emphasises the lack of fairness for the **protection of workers and junior doctors**
- As well as **amplifying other activists' content** to raise awareness on the issue, Chris is also quick to **highlight the improvements** he notices within the industry. His **support for the NHS** distinguishes him from the other influencers, who express little faith in the system
- His **community impact** is extensive, reaching **nearly 4 million potential reach** across his audience, resulting in strong engagement on his posts

## All Topics Attention Wordcloud



## Community Topics Share of Reach



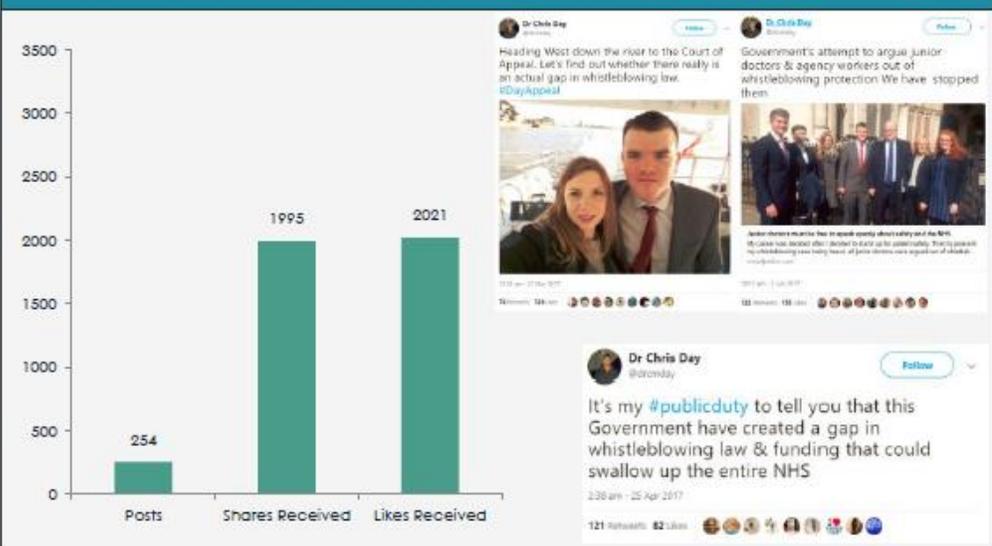
## Key Metrics

Whistleblowing Rank	#1
Reach (No of Followers)	2,985
No of Relevant Posts (Original & RT posts - last 12 months)	879
Reach of Relevant Posts (Original & RT posts - last 12 months)	3.9M

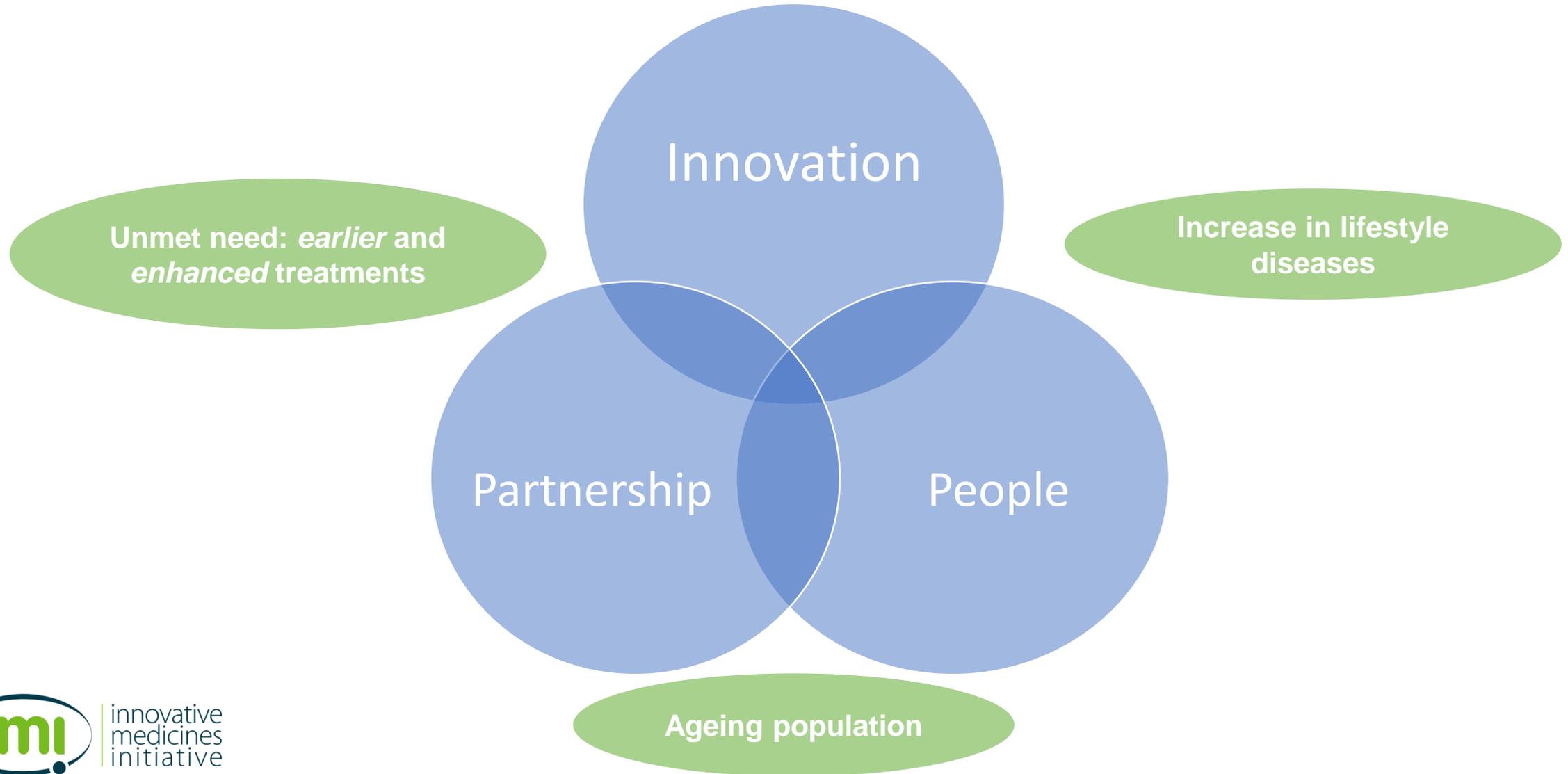
## Influencer Top Connections



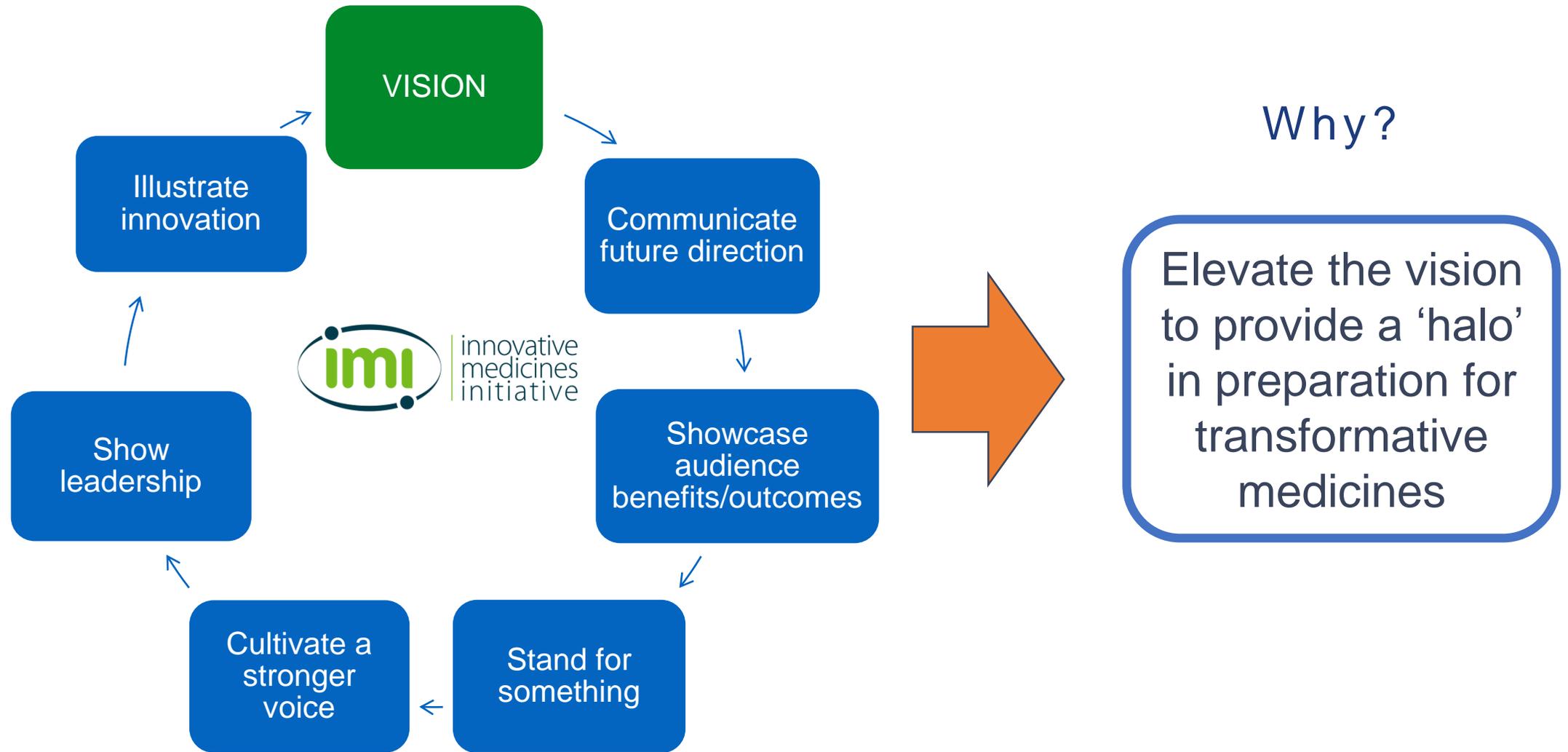
## Engagement on Key Topics & Most Engaged Posts



# What do we need to consider to create a good dialogue?



# Developing a compelling, coherent story



# Building the ideal communications plan for your IMI project

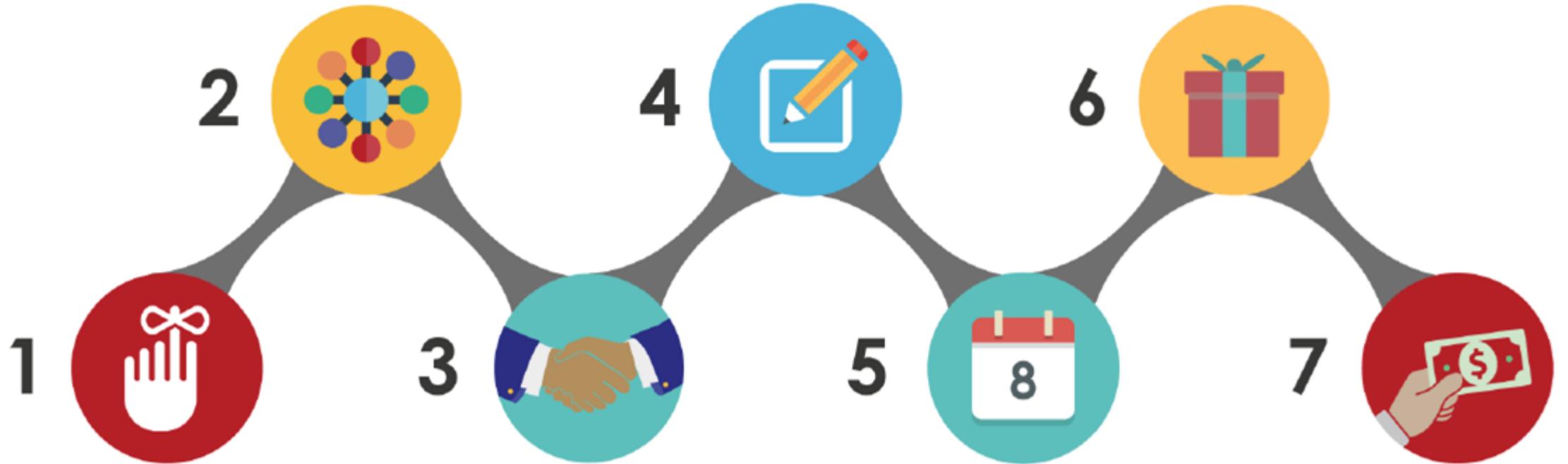
Listen		Create	Engage
Conversational analysis & trends	Brand share of voice	Content creation trends, insights & ideas	Influencer relations program and outreach
Network analysis and insights	Real time 24/7 alerts	Ongoing whitespace analysis	Influencer content marketing
Influencer profiles & rankings	Monthly reporting	Content performance benchmarking	Detailed reporting and impact analysis

# Bringing that plan to life across digital channels

Building a relationship through conversation, content and respect

Collaboration and co-creation of content, or asking them for expert opinion

Rewarding through exclusives, growing their network and creating value for them and their audiences



Building awareness through social media engagement

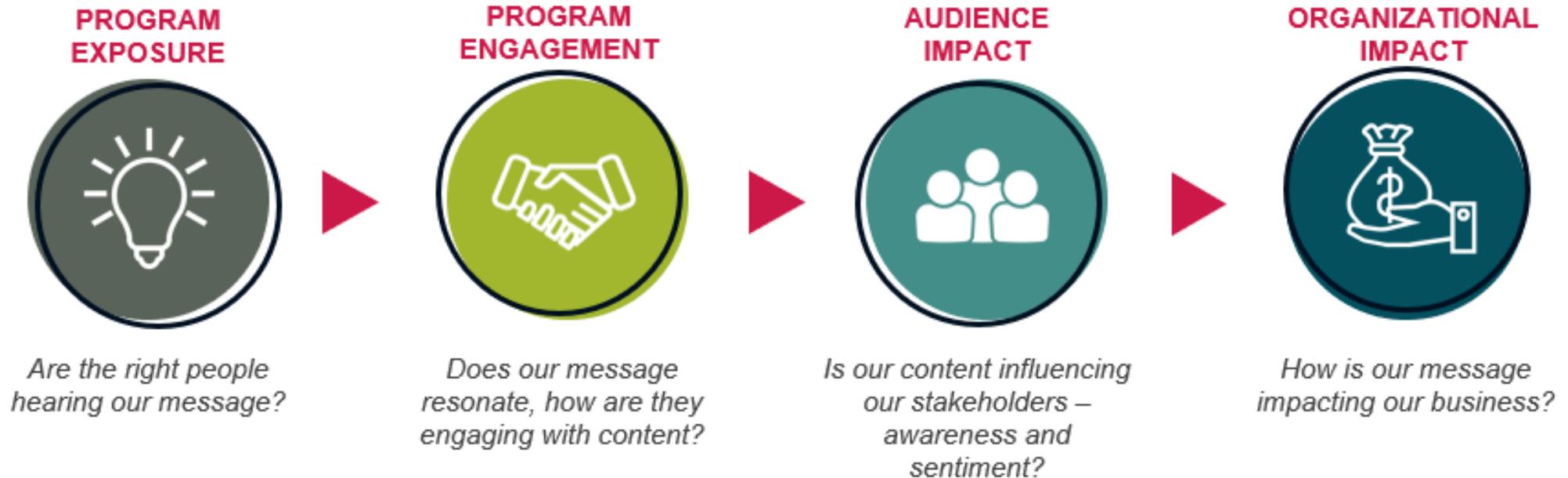
Building brand advocacy and trust by providing access to information, data, knowledge and news

Integrating them through invitations to events or offering speaking opportunities

Formal business relationship through paid activity or sponsorship

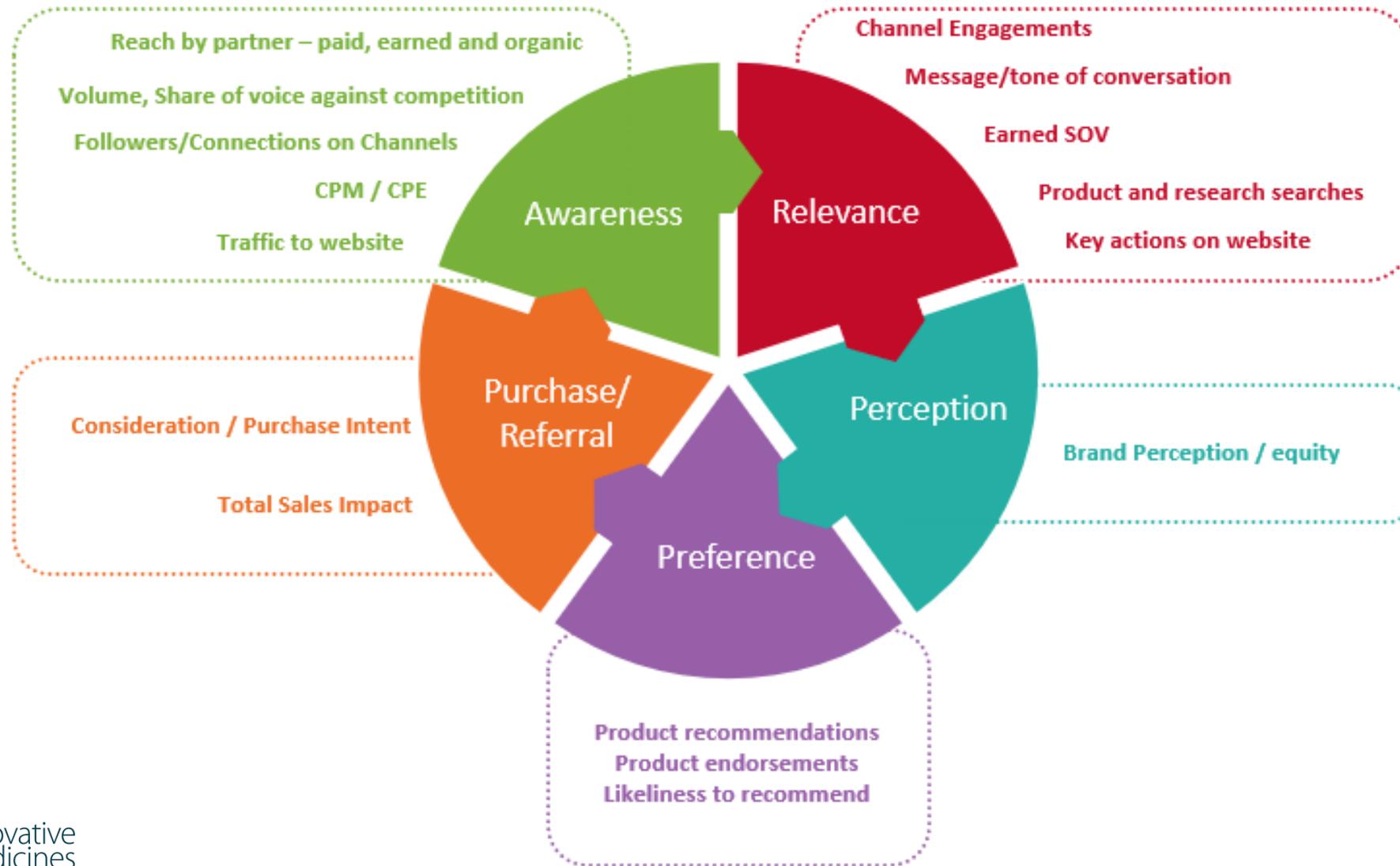
# The crucial importance of measurement

To track impact against goals, we measure program exposure and engagement, audience impact and organizational/business impact along your stakeholders' journey



Stakeholder Journey

# The crucial importance of measurement





**Inspiration from outside our space**

**Ketchum**

A close-up photograph of a woman's face, which is completely obscured by her hands. She is wearing a white, short-sleeved top and shorts with a red and white pattern. Her hands are positioned in front of her face, with her fingers spread. The background is a solid, light blue color. The overall mood is one of privacy and self-expression.

# Breaking taboos with Libresse

# #BloodNormal

## Challenge

We supported feminine care brand Libresse in its vision to break down period taboos with the launch of #bloodnormal.

## Solution

The campaign sought to engage the public in a conversation about normalising periods in a true to life way. Ketchum delivered the campaign worldwide targeting global media and influencers, and a campaign toolkit executed by local teams. Strong video storytelling was pitched to media and seeded to influencers in each market.

## Outcomes

#bloodnormal kick started a sensitive but much needed conversation in social and mainstream media in 17 countries.

Ketchum is proud to be the agency that delivered this multiple award winning #Bloodnormal campaign for Libresse, racking up 5 awards - including the highly coveted Titanium Lion and Glass Lions Grand Prix at Cannes - by publicly challenging taboos and breaking the silence to normalise periods in culture.

teenVOGUE

SERIAL HEALTH + IDENTITY

## Watch What Periods Would Be Like in a Perfect World

It's normal, and it's beautiful.

Billions of people all over the world get their period monthly. Literal billions. Yet, we have to discreetly take out a tampon and hide it in our sleeve when we duck into the bathroom, or we have to pretend our period cramps are just a stomachache. There is very real societal stigma surrounding getting your period — and that's why one feminine care brand is trying to break it down.



Blood Normal is a campaign led by Libresse, and in a short film, the campaign perfectly illustrated what it would be like to live in a world where periods are just a part of mainstream



<https://goo.gl/EKVzh7>

POPSUGAR. FITNESS

## Bodyform's #BloodNormal Campaign Features A Woman Actually Menstruating In Their Ad



SOURCE: YouTube

POPSUGAR + Fitness + Women's Health + Bodyform Period Ad

## This Pad Advertisement Actually Shows Period Blood, and It's a Big F\*cking Deal

October 20, 2017 by HILARY WHITE  
First Published: October 18, 2017

957 Shares



# Head & Shoulders

**Beach Plastic Bottle  
Announcement at the  
World Economic Forum**



## Announcement at the World Economic Forum

### Challenge

Ensure high quality coverage for the announcement of Head & Shoulders Beach Plastic Bottle made at the World Economic Forum in Davos. Ensure a private company story gets cut through in a busy media environment.

### Solution

Carefully prepared messaging to make the story impactful and credible to sustainability-focused journalists. Ensuring long term goals are communicated besides the limited edition Beach Plastic bottle.

Organise a high profile press conference for the announcement, inviting partners, Suez and TerraCycle, to join P&G. Interview opportunities with representatives of all three companies.

Media sell-in to the media in Davos, supported by a desk-based sell in to UK and international media.

### Outcomes

The WEF Head & Shoulders announcement press conference resulted in a high level of press coverage across key European markets as well as the US.

Top tier outlets secured include The Guardian, Huffington Post and Le Figaro.

Ten interviews were carried out as a result of the conference.

THE HUFFINGTON POST

IMPACT

## This New Shampoo Will Clean Your Hair — And The Oceans

Head & Shoulders bottles will use recycled plastics removed from beaches and waterways.





# Selfie-nomics with MasterCard

# Selfie-nomics

## Challenge

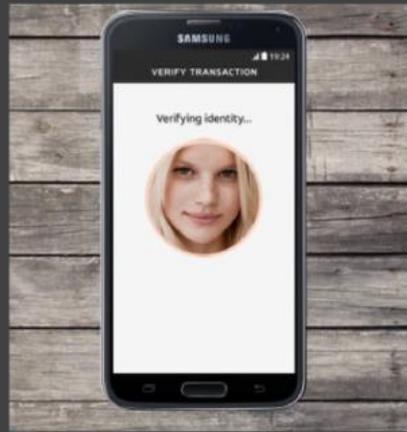
MasterCard sought to launch and drive uptake of its biometric MasterCard Identity Check™ Mobile app.

## Solution

Our strategy was to deliver the world's first selfie pay app. We linked the technology to a contemporary trend that's the rage with everyone from children to Presidents, and even Kim Kardashian – the selfie.

## Outcomes

Strong media coverage drove the business pipeline, pushing the MasterCard team to accelerate rollout; and staffing up globally to accommodate for the increased bank and consumer demand. Selfie Pay became a socioeconomic trending topic worldwide on Facebook and Twitter.



MasterCard #WhatsNext

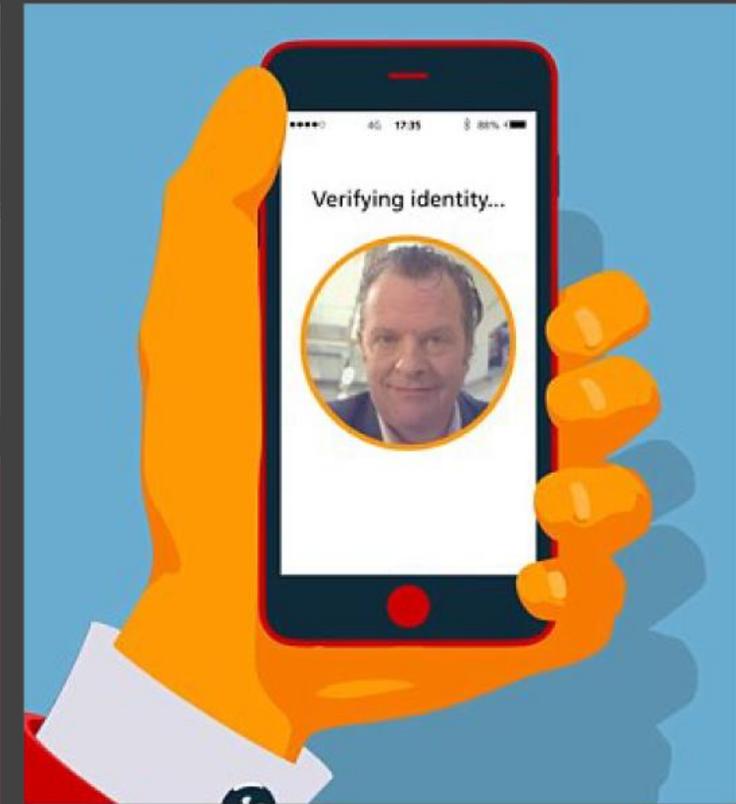
The benefit of **biometrics**



**53%**  
think that biometrics sound like a safe way to keep their personal information secure

**55%**  
think this is an easier way to access all their accounts that require passwords

MasterCard #WhatsNext



Winner of 4 PR awards, including PR Week Global Campaign of the Year (Shortlisted for 3 PR awards)



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