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

Con Franklin, Managing Director, Ketchum Health
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
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.
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.
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

How we can use tools to generate insight

Dr. Chris Day

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.

Influencer Top Connections

Engagement on Key Topics & Most Engaged Posts

All Topics Attention Wordcloud
Community Topics Share of Reach

Whistleblowing

Innovative Medicines Initiative
What do we need to consider to create a good dialogue?

- Innovation
- People
- Partnership

Unmet need: earlier and enhanced treatments
Increase in lifestyle diseases
Ageing population
Developing a compelling, coherent story

- Illustrate innovation
- Communicate future direction
- Showcase audience benefits/outcomes
- Show leadership
- Cultivate a stronger voice
- Stand for something

Why?

Elevate the vision to provide a ‘halo’ in preparation for transformative medicines
Building the ideal communications plan for your IMI project

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Building awareness through social media engagement

Building a relationship through conversation, content and respect

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

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

Integrating them through invitations to events or offering speaking opportunities

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

Formal business relationship through paid activity or sponsorship

Bringing that plan to life across digital channels
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.

- **Program Exposure**: Are the right people hearing our message?
- **Program Engagement**: Does our message resonate, how are they engaging with content?
- **Audience Impact**: Is our content influencing our stakeholders – awareness and sentiment?
- **Organizational Impact**: How is our message impacting our business?

**Stakeholder Journey**
The crucial importance of measurement

- **Awareness**
  - Reach by partner – paid, earned and organic
  - Volume, Share of voice against competition
  - Followers/Connections on Channels
  - CPM / CPE
  - Traffic to website

- **Relevance**
  - Channel Engagements
  - Message/tone of conversation
  - Earned SOV
  - Product and research searches
  - Key actions on website

- **Perception**
  - Brand Perception / equity

- **Preference**
  - Product recommendations
  - Product endorsements
  - Likeliness to recommend

- **Purchase/Referral**
  - Consideration / Purchase Intent
  - Total Sales Impact
Inspiration from outside our space
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.
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.
Selfie-nomics with MasterCard
**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.
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