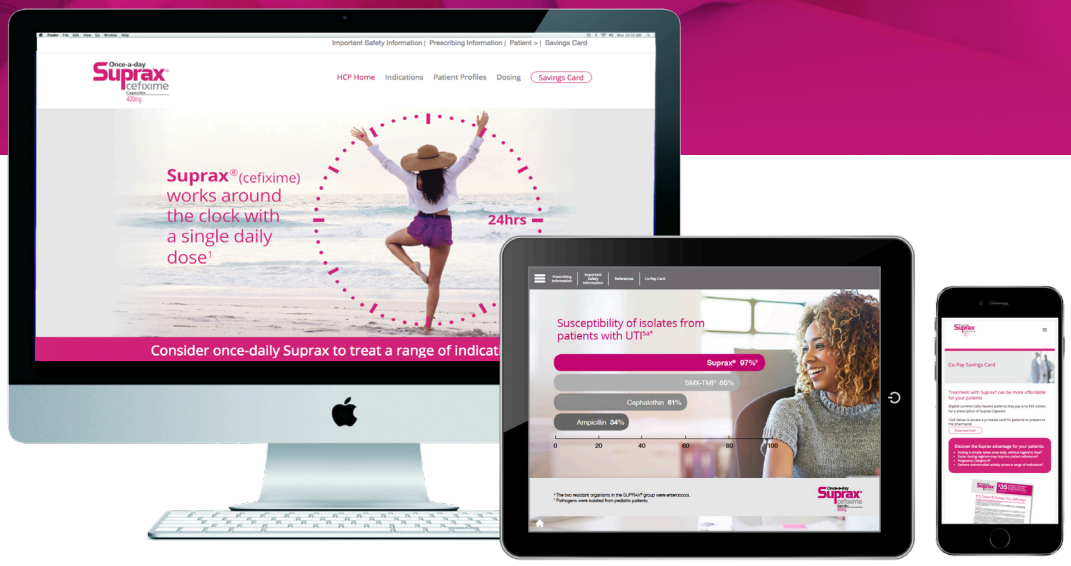
bfw

Reviving Brand Collateral to Meet Women's Health Need

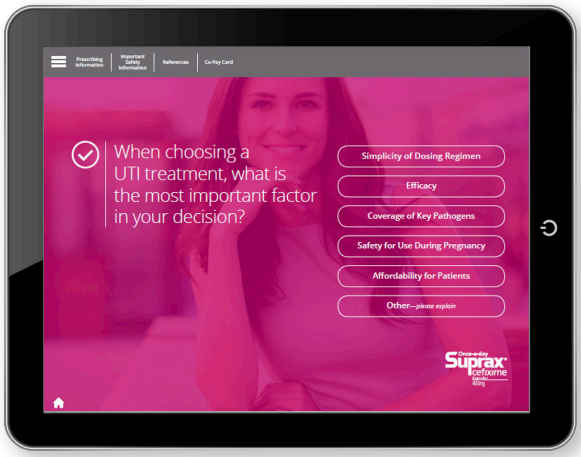


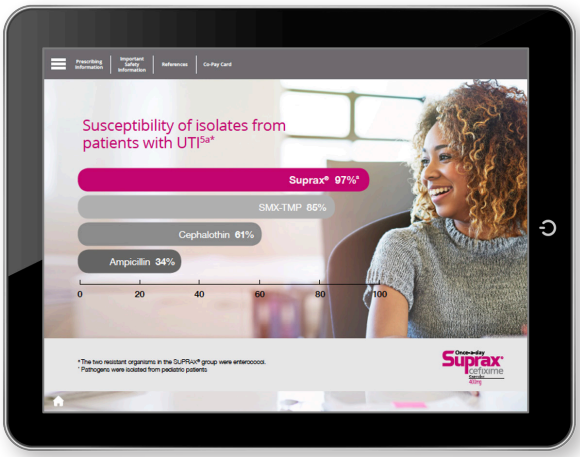
Bfw's expertise isn't limited to digital marketing. We've developed collateral for many life sciences brands. Here are some examples from our work on a women's health pharmaceutical brand.

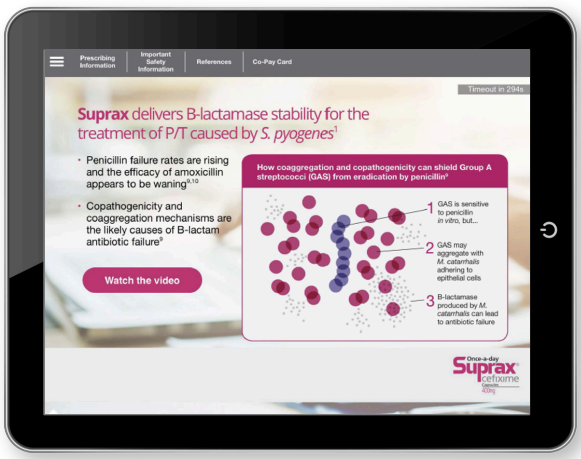
Once-a-day Suprax® cefixime Capsules 400mg

Tablet-Based Interactive Visual Aid

We produced an interactive visual aid to assist conversations between sales representatives and HCPs. Sales representatives described the IVA as “the best they had ever used.”







IVA includes content for all indications, however UTI is the main focus.

- It was designed engage conversation between the HCP and sales rep
- T2 changes will include adding patient profiles, physician videos, and ped-focused content

Redesigning the Website to Please Both Users and Search Engines

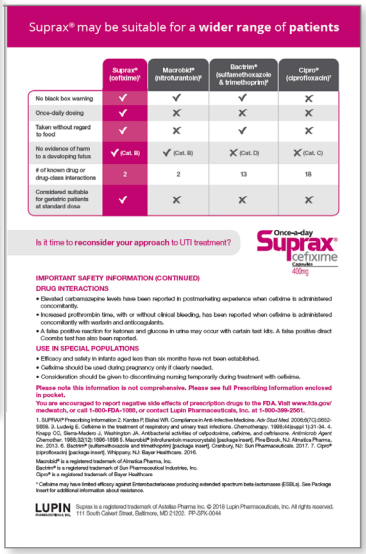
bfw also developed the client's website, which needed to be updated with new creative and messaging to align with a new indication.

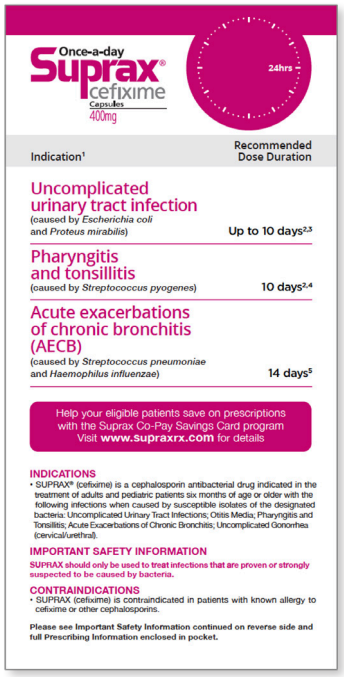
Website re-design featured new creative, messaging, and a similar look & feel to the IVA.

- User-friendly mobile site designed to be engaging and SEO-friendly.
- Organic Search traffic to client website experienced **22.62% increase YoY**
- Total site users increased by over **322% YoY**

Creating HCP Leave-Behinds that Don't End Up in the Trash Can

Bfw also produced collateral that sales reps could leave behind with HCPs following their discussions.





Leave-behind flash cards included

- Indication-focused piece for OBGYN audience
- FDA bulletin on fluoroquinolones positioning brand as being unaffected by warning
- Copay savings card mimicking website version

Journal Ads Jump off the Page & Provide Value to Prescribers

As base of creative platform, bfw created two ads to be placed in publications

bfw created and placed the ads in prominent HCP journals. Following the placement of these ads, we witnessed a surge in website traffic—and even witnessed a boost in search engine rankings.