Public Relations Activities Supporting WELLBUTRIN SR® 1998-2001

Prepared for: GSK

By: Cooney Waters Group
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SITUATION

- Need to differentiate within a crowded marketplace
- Multiple antidepressants – led by Prozac
- SSRI sexual side effects minimized by MDs
- Wellbutrin SR -- low incidence of related sexual dysfunction
**ACTIONS**

- Make sexual side effects an issue
- "Intimacy and Depression" launches multiple high profile mass events with influential organizations
- Ramp up issue on the agenda of influentials – MDs, family therapists, social workers, patient organizations
- Additional activities and data publicity extend brand message through several years
INTIMACY & DEPRESSION

- Hosted I&D Town Hall events in major markets + virtual event, in partnership with National DMDA and AAMFT
  - New York, 4/98; San Francisco, 5/98; Seattle, 3/99
  - National and local media, including 3 satellite TV tours
  - Brochure and website promotion

- Produced wide-reaching PSA “He Loves Me Not”, featuring Drew Pinsky, in partnership with National DMDA
Intimacy & Depression events sold out in New York, San Francisco, Seattle.
INTIMACY & DEPRESSION

- Published *Restoring Intimacy* with National DMDA
  - Launched in Fall 1999 at National DMDA annual meeting
  - Book signing event and satellite TV tour
  - 10 local market media tours with Drew Pinsky
  - Contributions from 5 thought leaders, endorsed by Mike Wallace, Kay Redfield Jamison
PRIMARY CARE INITIATIVE

- Coordinated initiative on communication gaps about depression and treatment side effects in primary care setting, under auspices of National DMDA

  - National survey of PCPs, patients, spouses and social workers in 2000

  - Meeting with 11 primary care and mental health organizations to present/discuss results, develop action steps

  - Issued national “Call to Action” with major media outreach in January 2001, including satellite TV tour with Lydia Lewis, Drew Pinsky
WELLBUTRIN SR DATA PUBLICITY

- Publicized 6 studies between 1999-2001
  - Sexual Side Effects of Wellbutrin SR vs. Zoloft, Segraves/Croft
    • Clinical Therapeutics, May 1999
  - Obesity in nondepressed patients, Gadde
    • APA, May 1999
    • NAA SO, November 1999
  - HSDD in nondepressed patients, Segraves
    • APA, 2000
    • Journal of Sex & Marital Therapy, April 2001
  - Prevalence of Sexual Side Effects with Antidepressants, Clayton
    • APA, 2001
RESULTS

- Sexual dysfunction as side effect receiving significant attention by media and key organizations as compliance problem
- Wellbutrin SR positioned increasingly as first line singly or in combination therapy
- Sparked sales growth
## AUDIENCE REACH: 1997-2001

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<thead>
<tr>
<th>Service Description</th>
<th>Audience Reach</th>
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<td>Intimacy &amp; Depression Campaign</td>
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