



***Public Relations
Activities Supporting
WELLBUTRIN SR®
1998-2001***

Prepared for:



**By: Cooney Waters Group
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CWG 793



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

CNG 796

JOIN

PARTY OF FIVES
MATTHEW FOX AND PAULA DEVICQ

MRS. DEL. DREW PINSKY

DR. JOHN GRAY
AUTHOR OF "MEN ARE FROM MARS
WOMEN ARE FROM VENUS"

AMERICAN ASSOCIATION FOR MARRIAGE
AND FAMILY THERAPY (AAMFT)

AND THE

NATIONAL DEPRESSIVE AND
MANIC DEPRESSIVE ASSOCIATION (NATIONAL DMDA)

FOR A "TOWN HALL MEETING"
AND PUBLIC DISCUSSION OF



INTIMACY & DEPRESSION

THE SILENT EPIDEMIC

TO EDUCATE COUPLES, PARTNERS AND HEALTH CARE
PROFESSIONALS ON HOW TO COPE WITH THE DEBILITATING
EFFECTS THAT DEPRESSION CAN HAVE ON RELATIONSHIPS

WEDNESDAY, MAY 13, 1998 - 8 P.M.

HERBST THEATRE
401 VAN NESS AVENUE

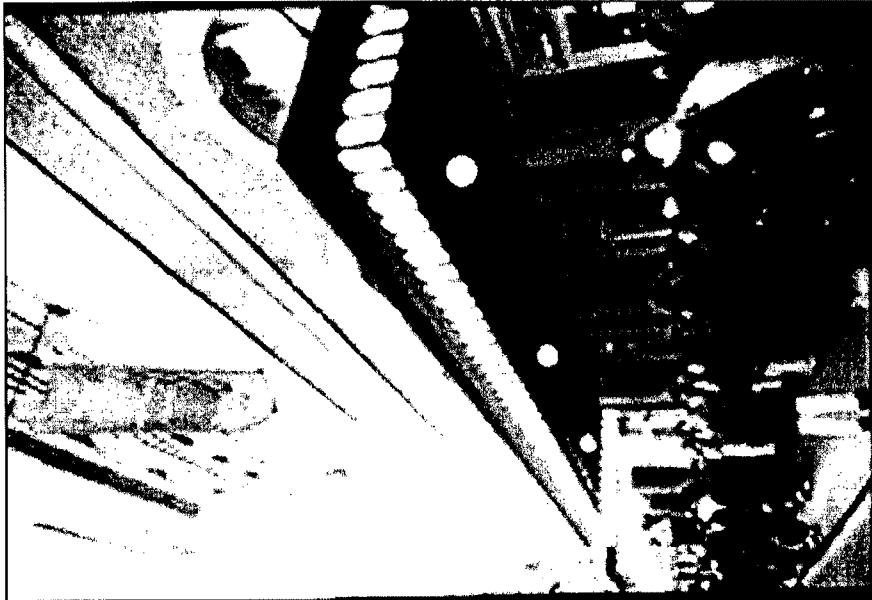
FOR TICKETS CALL THE CITY BOX OFFICE - **392-4400**
ADMISSION: \$5.00

ALL PROCEEDS WILL BE DONATED TO NATIONAL DMDA
SUPPORTED BY AN EDUCATIONAL GRANT FROM GLAXO WELLCOME INC.

CWG-797

Intimacy & Depression events sold out in

- New York
- San Francisco
- Seattle



CWG 798

GTP121-0806



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

GTP121-0807



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

CWG-800



WELLBUTRIN SR DATA PUBLICITY

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

CNA 801



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

Intimacy & Depression Campaign	38,633,563
Intimacy & Depression Brochure	7,297,644
Women & Depression Brochure	9,775,884
"He Loves Me Not" PSA	145,456,312
Restoring Intimacy	22,958,324
Primary Care Initiative	28,833,629
Study Data	110,504,648
General Coverage	24,107,854
Total	387,567,878

CWG 803