



My current responsibilities include the design and development of work that is highly confidential, competitive, and proprietary, and as such, is limited in the context of an online portfolio. Please contact me for information on work and to view additional samples and case studies.

A case study for the development of an unbranded disease awareness campaign. This case study is a brief overview from the creative brief highlights through the final execution. The study compresses 6 months of work into twenty slides that highlight the conception, the market research testing, the tactical design execution with layout options, and potential campaign extensions.

Why are we doing this job?

To develop an advertising campaign that can be used by sales reps to urge HCPs to initiate and continue a dialogue with their HCV patients.

The campaign should also have long-term relevance, as it will serve as a basis for future disease awareness initiatives post-launch and may be used with application for FDC.

Behavioral Objective:

To drive HCPs to initiate and then continue an ongoing dialogue with their patients who want to cure their HCV about the:

1. Latest clinical evidence about living with uncured HCV
2. HCV is a dynamic field of current investigation
3. Information how to successfully manage their HCV

Key Benefit:

The knowledge Gilead provides helps physicians maintain a healthy conversation with their HCV patients.



Break the ice, start the conversation.

HCV can increase the risk of all-cause mortality by 30%. In fact, the annual mortality rate for HCV outpaces that of HIV. Cirrhosis, liver cancer, and death related to HCV are expected to dramatically increase over the next 20 years; and patients with HCV face a considerably shortened lifespan. With so much new knowledge emerging, it's important to actively engage your patients who may not understand the urgency. Be the icebreaker, and start a conversation today.



Selected concept, not included in market research testing

Gilead Sovaldi Unbranded disease awareness campaign
2013



HIV

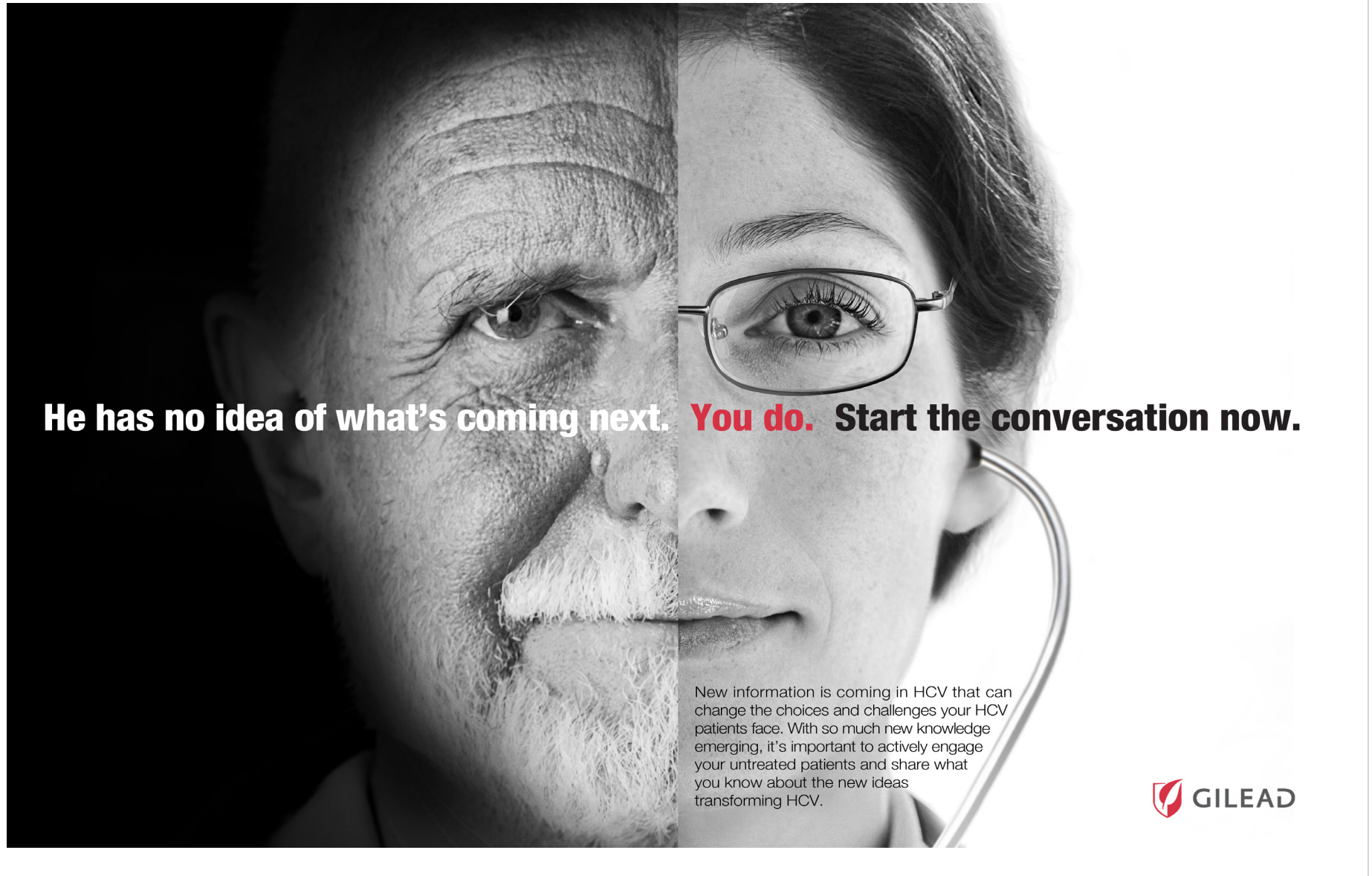
The most important organ in HCV is not the liver.

HCV can increase the risk of all-cause mortality by 30%. In fact, the annual mortality rate for HCV outpaces that of HIV. Cirrhosis, liver cancer, and death related to HCV are expected to dramatically increase over the next 20 years; and patients with HCV face a considerably shortened lifespan. With so much new knowledge emerging, it's important to actively engage your patients who may not understand the urgency. Start a conversation today. Your patients are eager to hear the last of HCV.




Selected concept; copy and layout for market research testing

Gilead Sovaldi Unbranded disease awareness campaign
2013



He has no idea of what's coming next. **You do. Start the conversation now.**

New information is coming in HCV that can change the choices and challenges your HCV patients face. With so much new knowledge emerging, it's important to actively engage your untreated patients and share what you know about the new ideas transforming HCV.



Selected concept; copy and layout for market research testing

Gilead Sovaldi Unbranded disease awareness campaign
2013

A discussion about HCV can put you and your patient on the same page.

HEPATITIS C: AN EVOLVING STANDARD OF CARE

Recent progress in the treatment of chronic hepatitis C virus (HCV) infection the approval of the first-generation protease inhibitors telaprevir and boceprevir has benefited many but not all patients with HCV infection.

Risk factors:

- people who share needles
- health workers who are exposed to infected blood

Possible symptoms:

- pain in the upper right quadrant of abdomen
- nausea and vomiting
- loss of appetite
- jaundice
- fatigue
- itching

One quarter of patients with HCV genotype 1 infection who have not received previous therapy and 71% of those with no response to previous therapy do not have a sustained virologic response with protease inhibitor-based regimens. No direct-acting antiviral agents have yet been approved for patients with HCV genotype 2 or 3 infection.

Current direct-acting antivirals are associated with a range of complications, such as varying rules on when to monitor patients and when to stop treatment—which carries the risk of non-adherence as well as troublesome side effects and drug-drug interactions.

The current standard of care for all patients with HCV infection continues to include an arduous 24 to 48 weeks of treatment with peginterferon-alfa 2a. Treatment with interferon is associated with troublesome side effects, including influenza-like symptoms, depression, fatigue, and

cytopenias, and requires weekly subcutaneous injections.

A substantial proportion of patients with HCV infection are either unable or unwilling to receive an interferon based regimen.






Are your patients prepared for the choices and challenges they may face in the coming years?

Cirrhosis, liver cancer and death related to HCV are expected to dramatically increase over the next 20 years; and patients with HCV face a considerably shortened lifespan. With so much new knowledge emerging, it's important to actively engage untreated patients and share what you know about new insights transforming HCV therapy.

Discuss the facts today and help your HCV patients turn the page.

THE CONVERSATION CAN'T WAIT

12:27 PM 78%



Selected concept; copy and layout for market research testing

Gilead Sovaldi Unbranded disease awareness campaign
2013

Overall concept feedback was positive across the board

Most physicians showed a good understanding of how the concepts conveyed the ideas and call to action behind the behavioral objective

While all concepts were seen favorably overall, “Same Page” and “Face the Risk” rose to the top because of clear behavioral objective communication, secondarily demonstrating stopping power and uniqueness

Following flash exposure, “Ear” and “Face the Risk” were most often mentioned

Campaign execution:

Selected final campaign journal ad concept based on Market Research results

Campaign execution / Highlights

Gilead Sovaldi Unbranded disease awareness campaign
2013

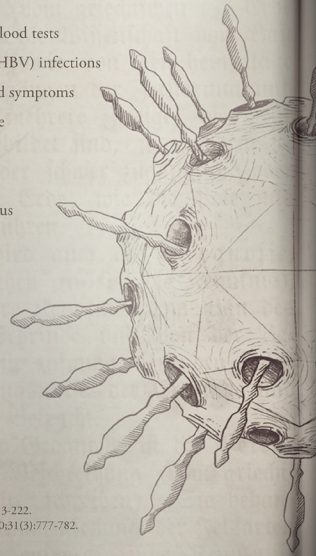
Bring your patients up to date about HCV.

HEPATITIS C / HCV

JUNE 1990

In the 1960s and 1970s, scientists developed blood tests for diagnosing hepatitis A and B virus (HAV, HBV) infections in humans.¹ Many patients exhibited signs and symptoms of hepatitis, but their blood tests were negative for HAV and HBV, so they were classified as having non-A, non-B hepatitis.¹ It was not until 1989 that the discovery of this virus was finally confirmed, and it was renamed hepatitis C virus (HCV).¹

In the US, HCV incidence began increasing in the 1970s and 1980s.²



1. Booth JCL. J Viral Hepat. 1998;5(4):213-222.
2. Armstrong GL, et al. Hepatology. 2000;31(3):777-782.

Today, it is estimated that 4 million Americans are infected with HCV. However, less than half have been diagnosed, and even fewer have received treatment.¹

Recently published studies show that patients with HCV face an increased risk of all-cause mortality, and that cirrhosis, liver cancer and death related to HCV are rising.²⁻⁴

Due to a higher prevalence among "baby boomers," the CDC is now recommending that all adults born between 1945 and 1965 receive one-time HCV testing.⁵

Discuss with your patients the latest AASLD and CDC recommendations for managing HCV today. As knowledge about the risks of HCV advances, it's important for you to continue to talk to your patients and help bring them up to date.

ADVANCE THE CONVERSATION

1. Ipsos Healthcare HCV US Therapy Monitor 2013 Q1.
2. Lee MH, et al. J Infect Dis. 2012;206(4):469-477.
3. El-Kamary SS, et al. Clin Infect Dis. 2011;53(2):150-157.
4. Rein DB, et al. Dig Liver Dis. 2011;43(1):66-72.
5. Smith BD, et al. MMWR Recomm Rep. 2012;61(RR-4):1-32.



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Final campaign journal ad concept

Gilead Sovaldi Unbranded disease awareness campaign
2013

Campaign tactical executions:

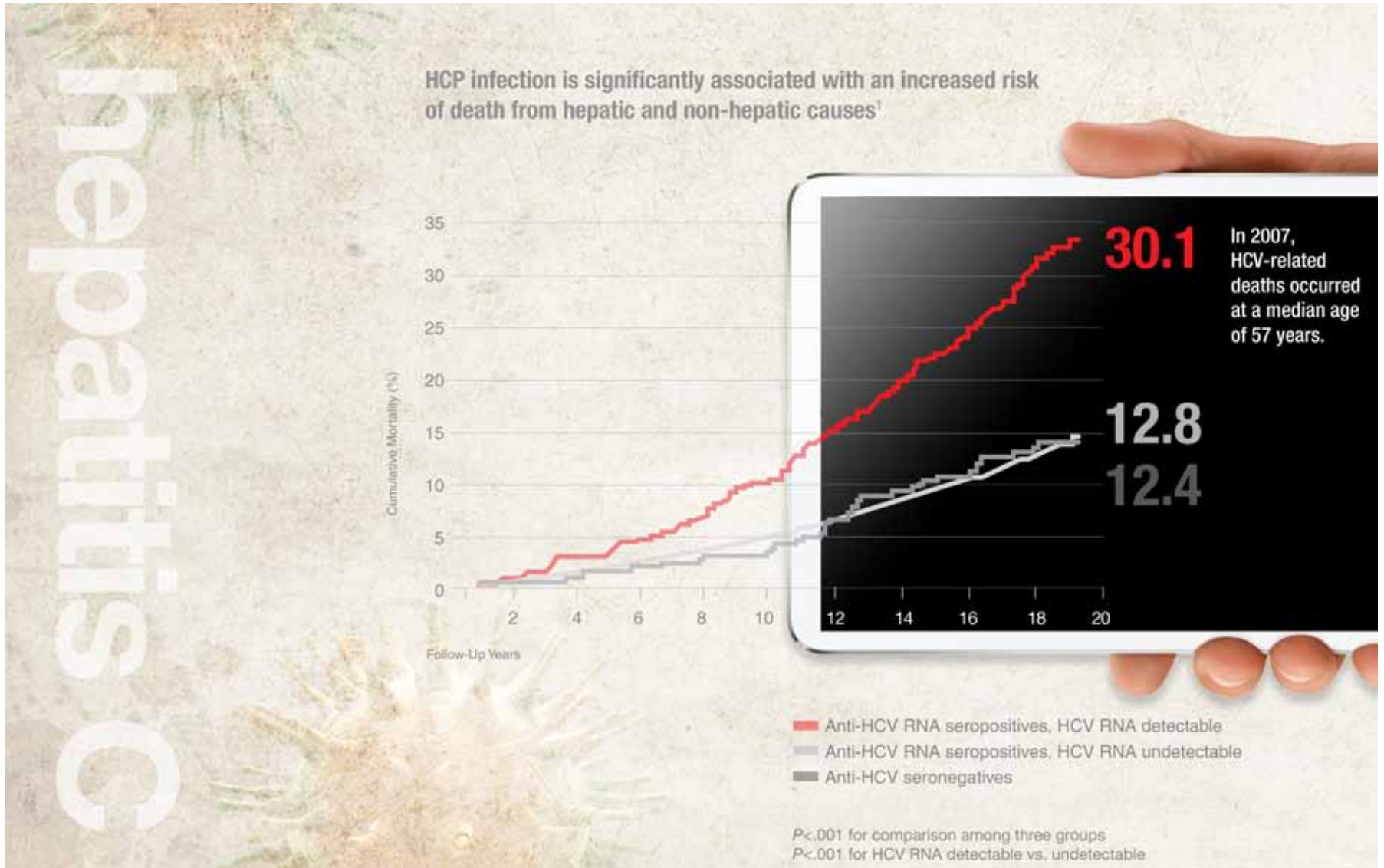
Development of key multichannel tactics to extend the core campaign concept

Copy and layout options presented



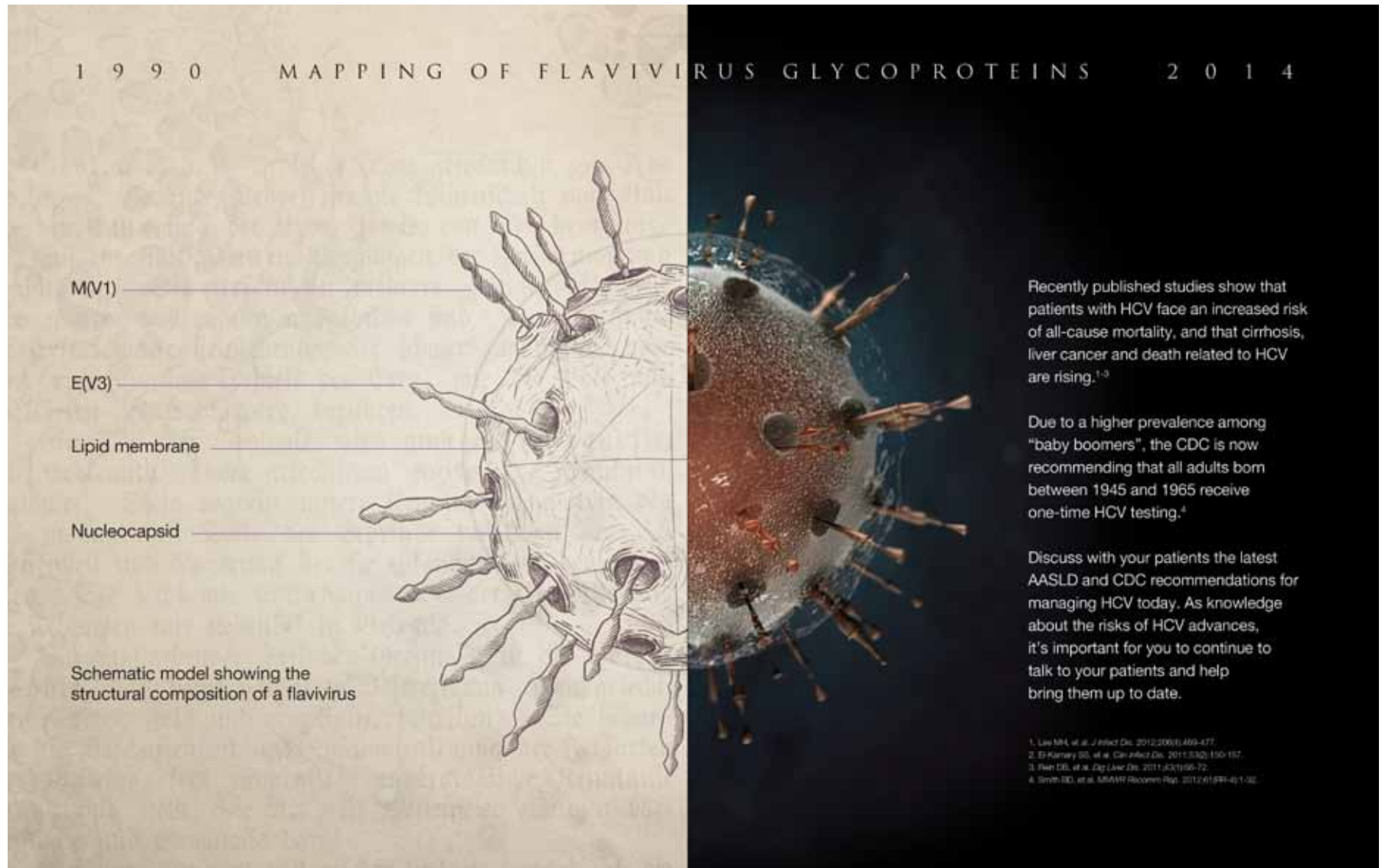
Concept extension incorporating data visualization in relationship to campaign

Gilead Sovaldi Unbranded disease awareness campaign
 2013



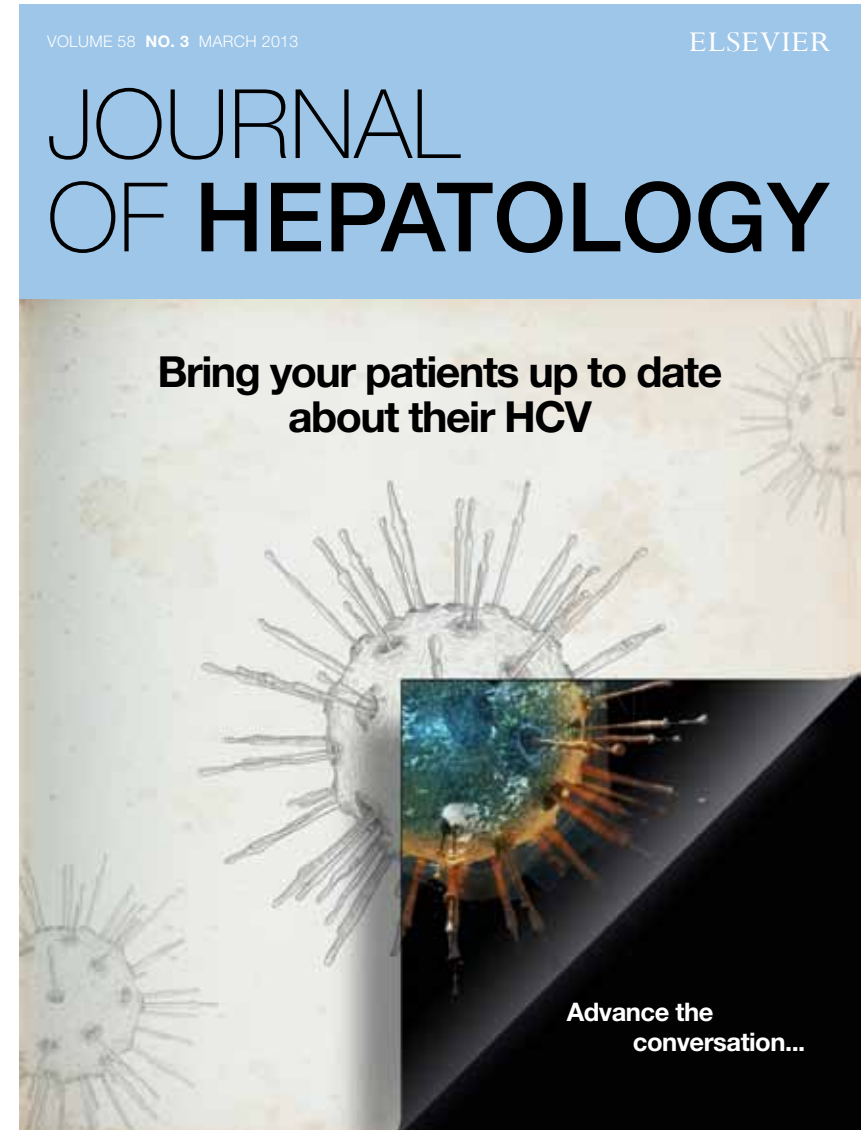
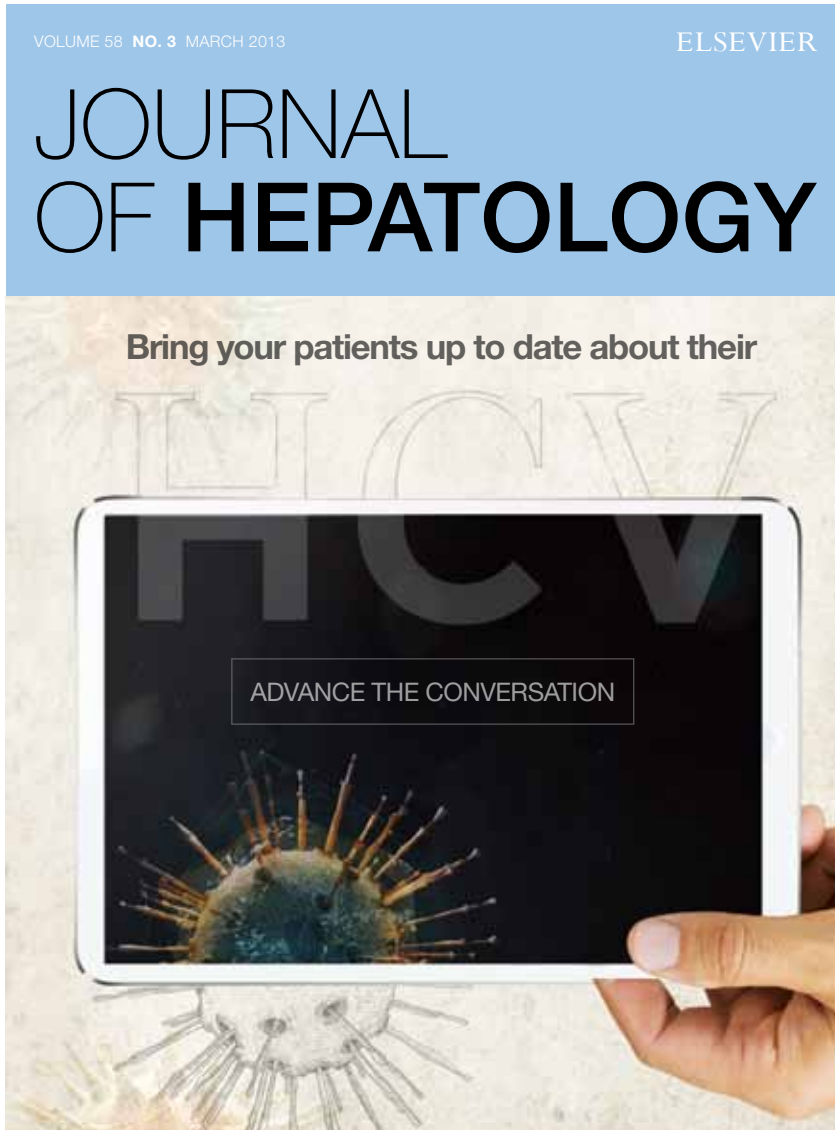
Concept extension incorporating data visualization in relationship to campaign

Gilead Sovaldi Unbranded disease awareness campaign
2013

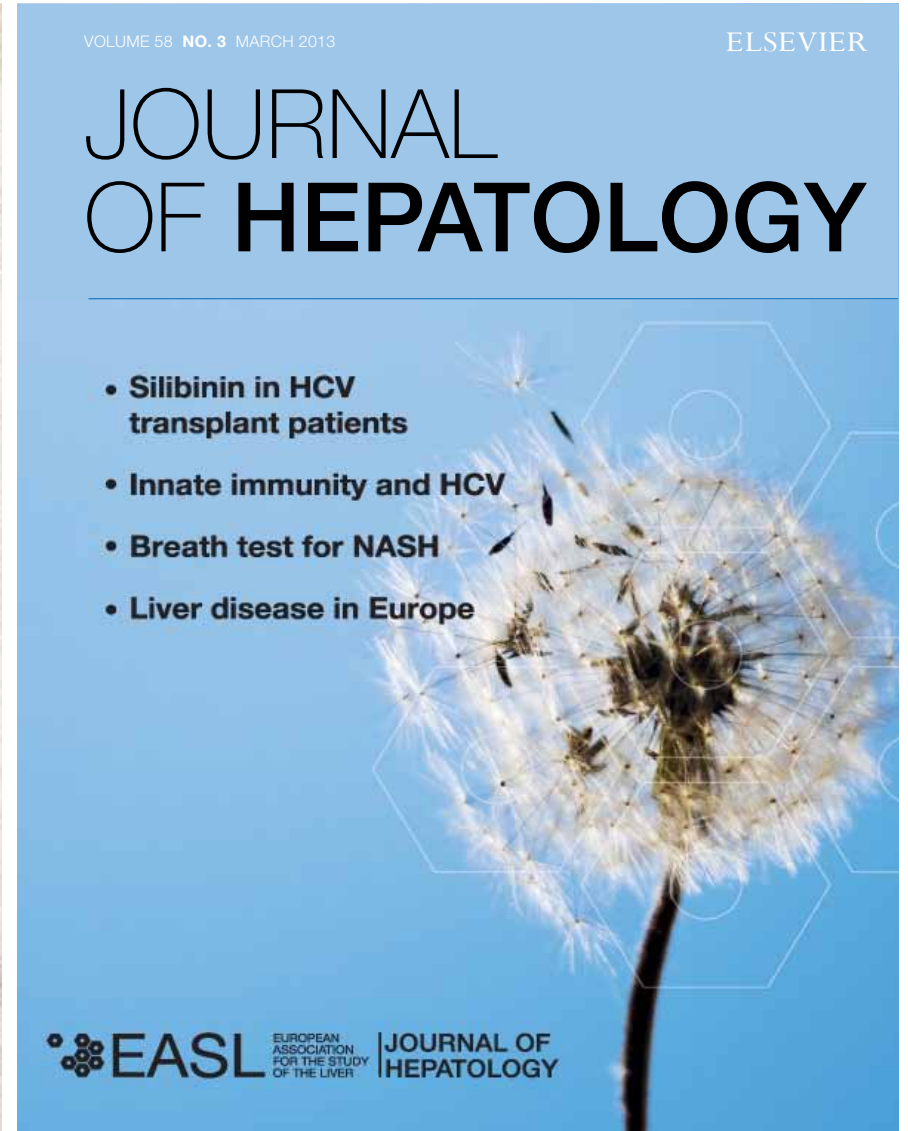


Concept extension incorporating data visualization in relationship to campaign

Gilead Sovaldi Unbranded disease awareness campaign
2013



Front cover design considerations for 4 page journal cover wrap unit; integrated visual trompe l'oeil



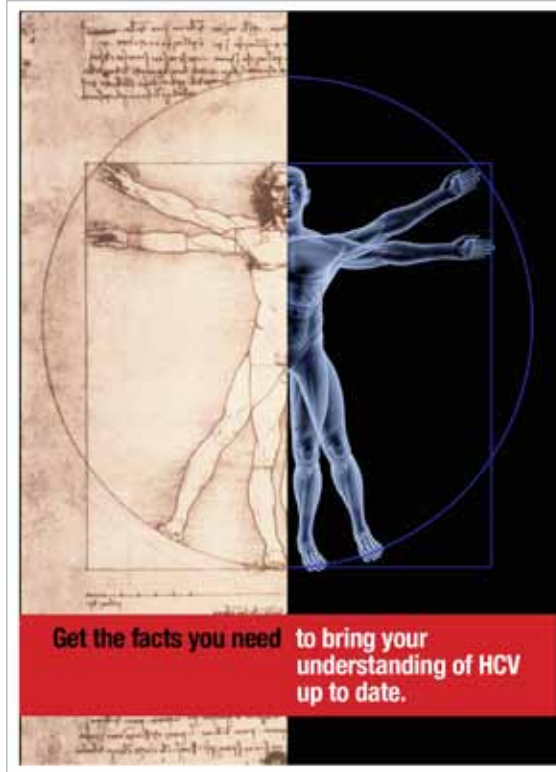
Front cover shown open to reveal inside front cover adjacent to actual Journal of Hepatology cover





Campaign integrated into Sales Representative App

Gilead Sovaldi Unbranded disease awareness campaign
2013



HCV now kills more people than HIV.

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Baby Boomers with HCV face an increasing risk of liver disease, liver cancer and death in the next 2 decades.

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What is cirrhosis?

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Your chances of liver disease may be unpredictable.

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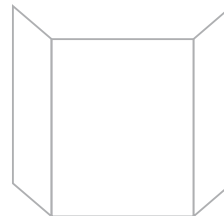
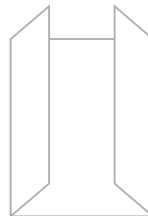
Ut wisi enim ad minim veniam, quis nostrud exerci tation latuff kullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Don't wait—talk with your doctor about ways you can help manage your chronic hepatitis C

A patient service of  **GILEAD**



Campaign integrated into Sales Representative brochure or HCP mailer (layout concept)

Gilead Sovaldi Unbranded disease awareness campaign
2013

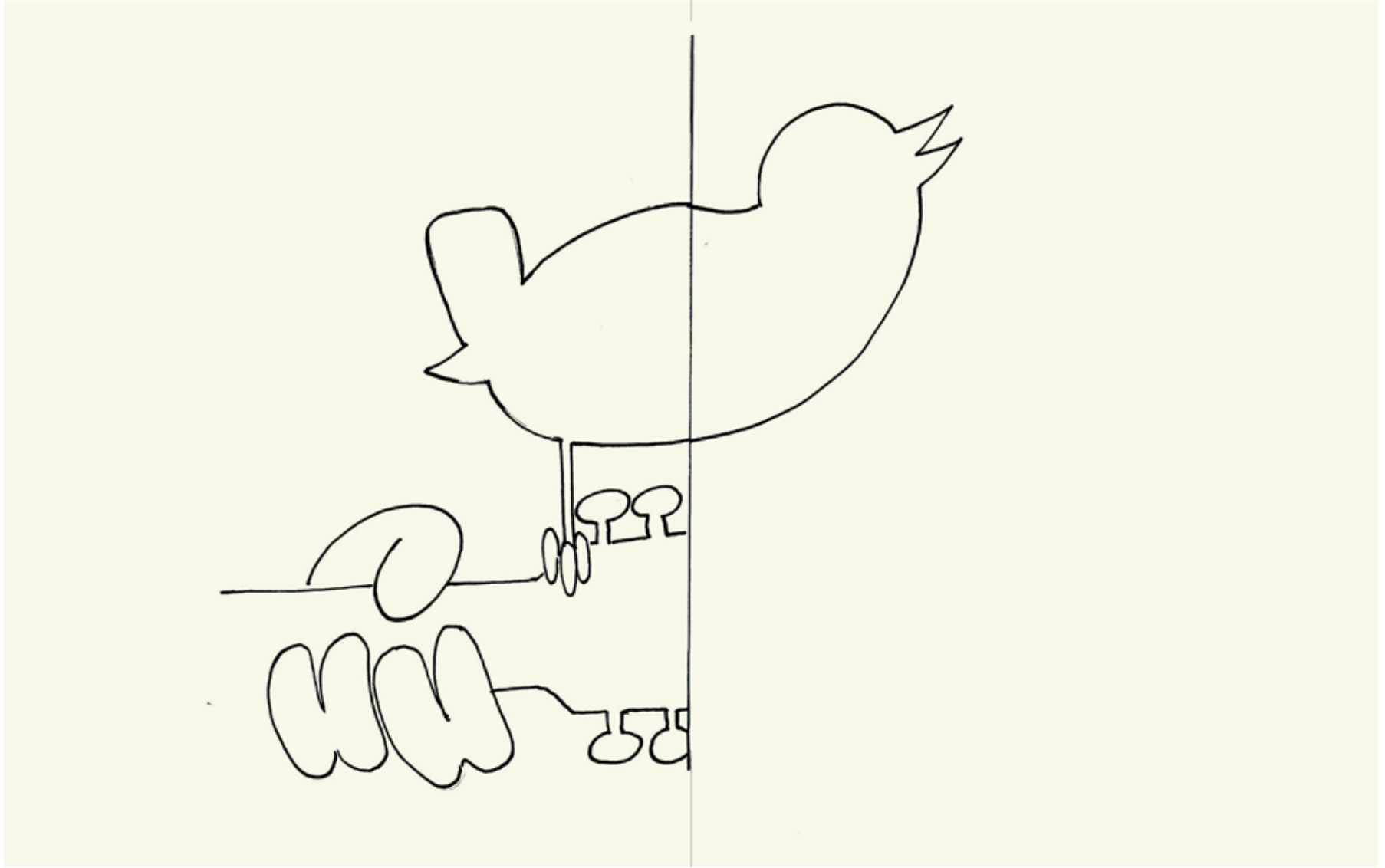
Campaign Extension:

Development of key visuals to extend the core campaign concept

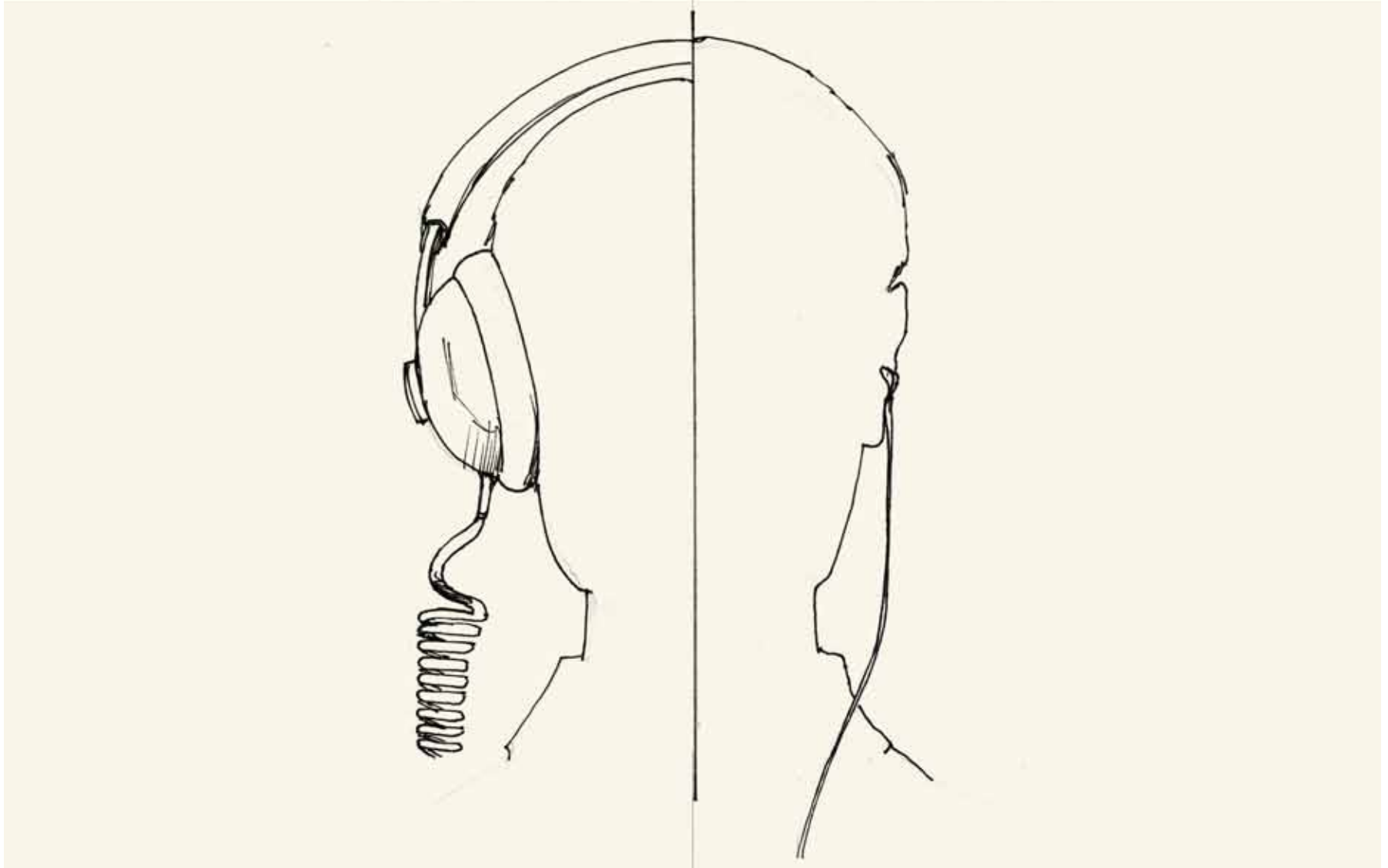
Campaign extension

Gilead Sovaldi Unbranded disease awareness campaign
2013

Woodstock Social Icon

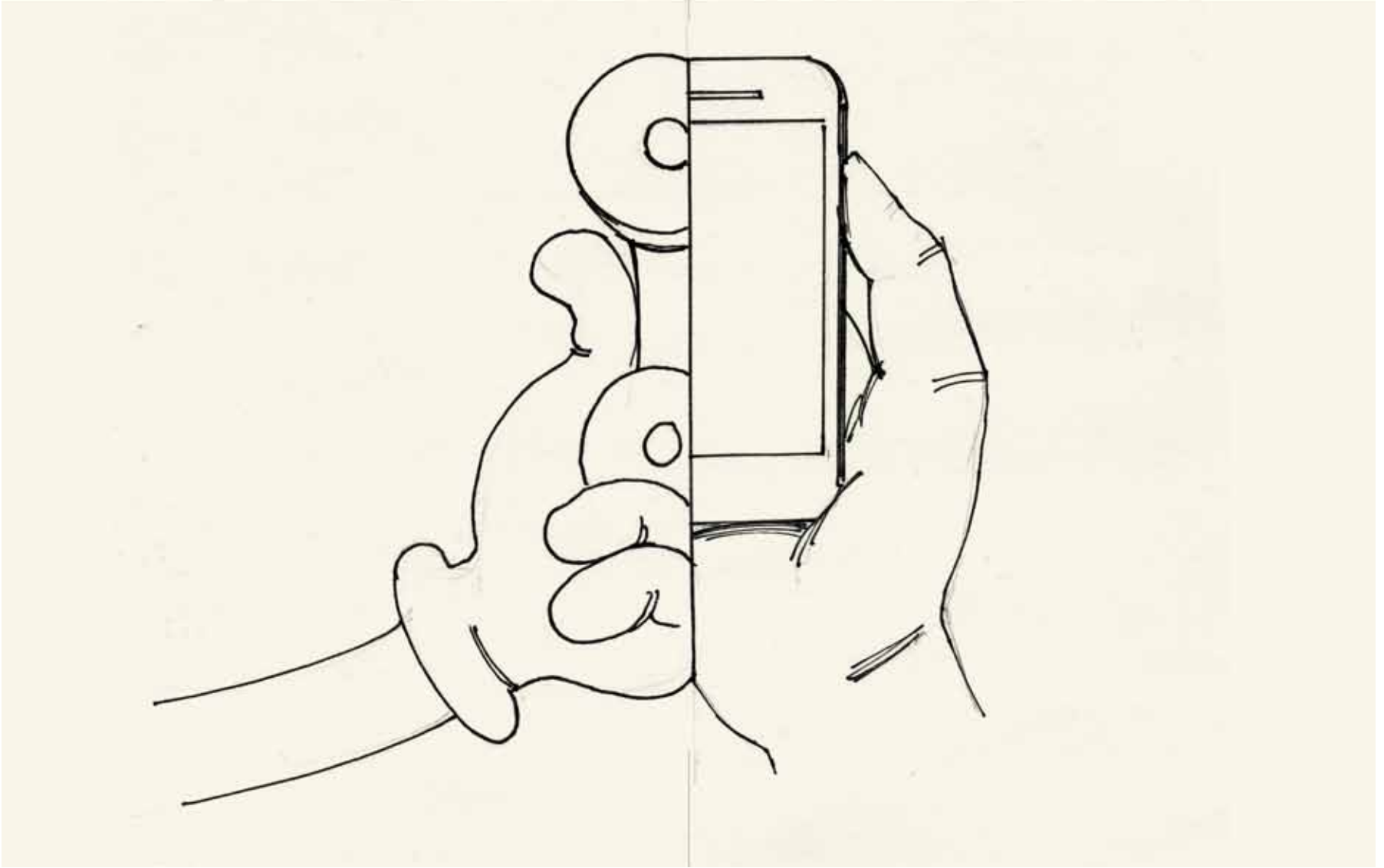


Twitter Social Icon



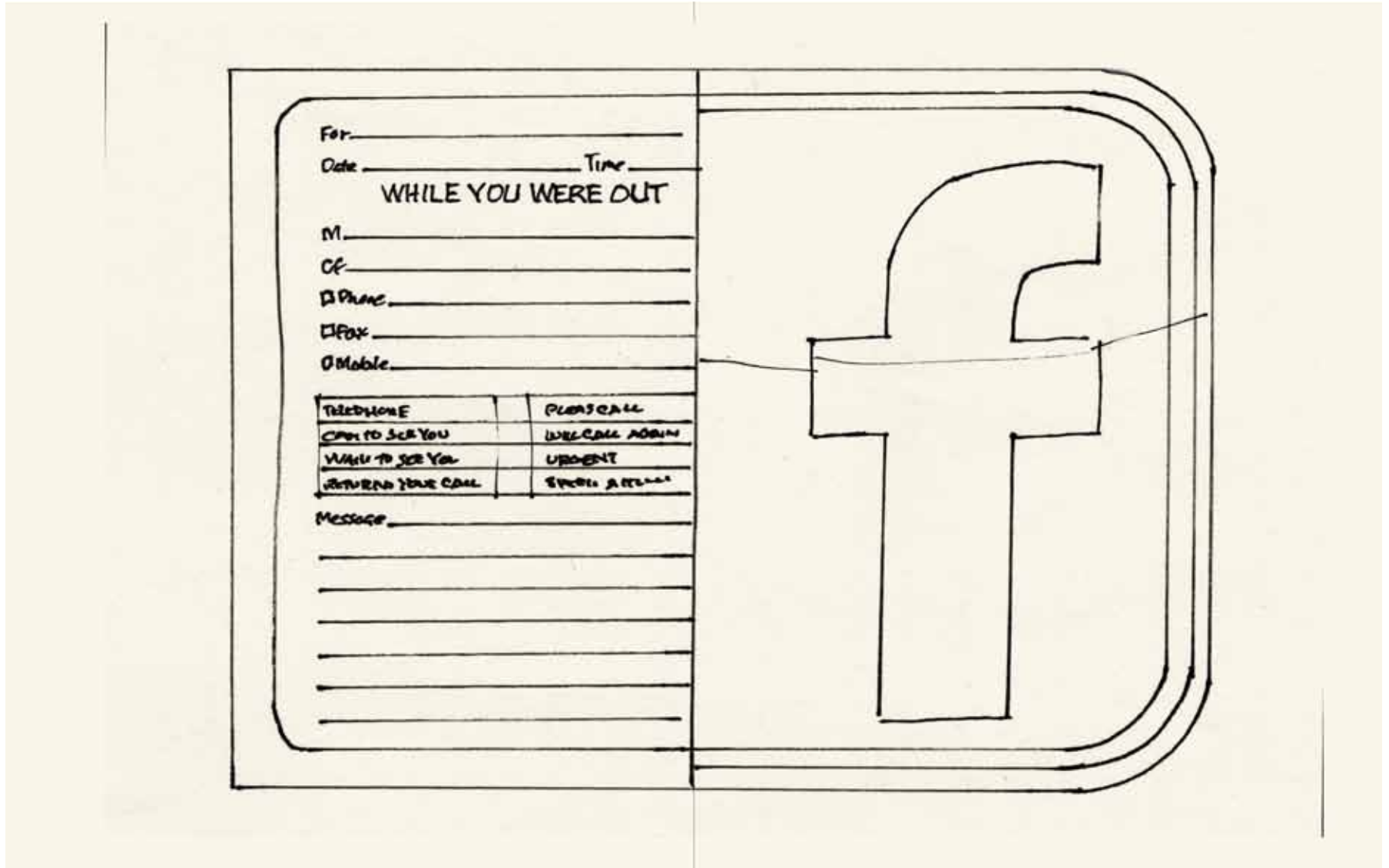
Headphones / Stability

Earbuds / Mobility



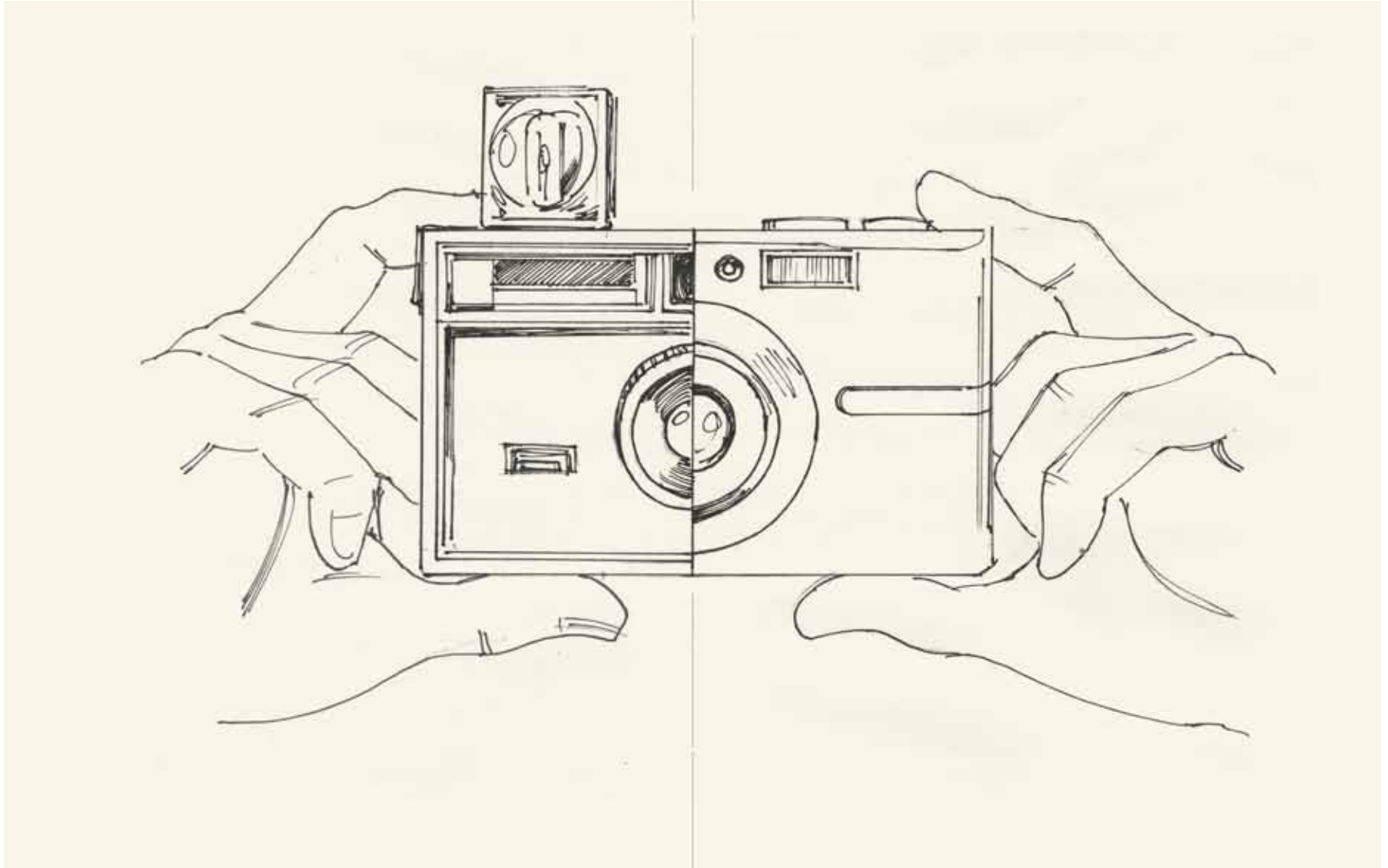
Mickey Mouse Phone / Landline. Stability.

Smartphone / Mobility. Network.



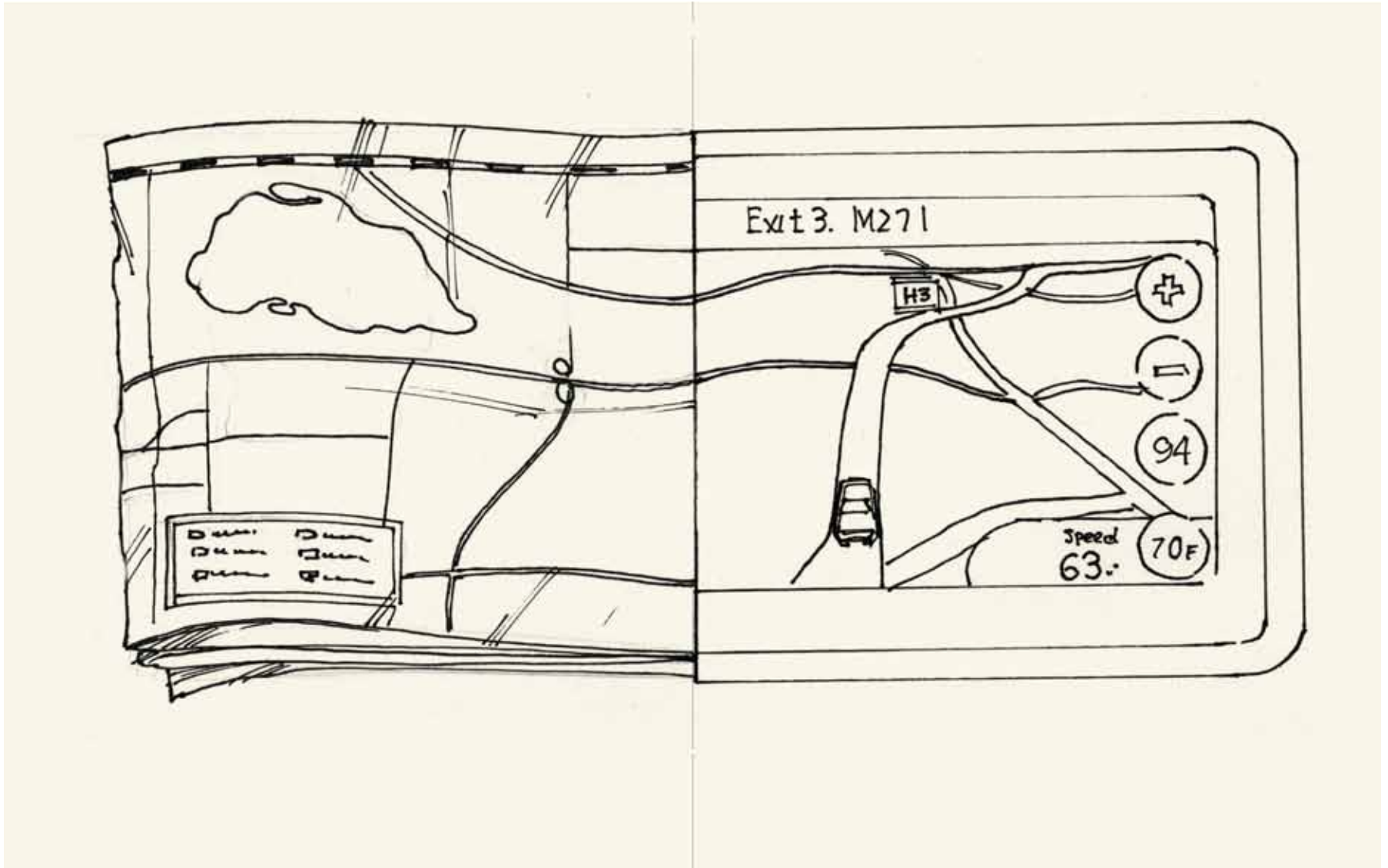
Memo / Note Pad

Facebook / Social Media



35mm SLR Film Camera

Digital Camera



Printed Road Map / Atlas

GPS / Google Satalite Navigation



Richard Nixon by Peter Max

Barack Obama by Shepard Fairey

Results:

The campaign set the groundwork for the launch of SOVALDI, the first sofosbuvir based compound that would pave the way for HARVONI, EPCLUSA, and VOSEVI and continue to transform treatment with the first and only sofosbuvir-based single tablet regimen to cure HCV

Results / Highlights

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