

It clicks

The objective of this campaign was to successfully launch a new asthma device into a very crowded market, without a dedicated sales force... and in the midst of a global pandemic. Success would be measured by levels of awareness among respirologists about the new device in addition to the uptake of new prescriptions.

The new device from Aermony Respiclick was developed based on the insight that poor-inhalation technique is still a huge problem for patients. In fact, there remains an unmet need for simple, intuitive devices that are easy for patients to use. This was something that we carried over to our creative campaign for the product launch, focusing on the uniqueness of the device and emphasizing how simple it is for patients to use.

Since the innovative device speaks for itself, we let it do the talking. We created promotional tools that highlighted the distinctive “click” (emitted by the device when it is ready to use) and leveraged an elaborate digital ecosystem to get it in front of physicians that included emails, banner ads and a robust website (for physicians and for patients). The digital ecosystem was supported by key print tactics including a journal ad and fax, but also a complete list of resources for the physician to download from the website (dose card, leave behind, PM, etc.) For key accounts, demo boxes including a video component or a 3-D mock-up were distributed to their clinic.

The results were impressive: three months into the campaign a direct connection has been created with up-to 30% of respirologists in Canada and they now know about the innovative technology of RespiClick. More importantly, RespiClick has achieved its critical success factor of prescriptions, achieving steady growth after just three months. In fact, prescriptions and forecasts for RespiClick have been so encouraging that the company is already planning incremental promotional support this year!

We invite you to visit the physician and patient websites: <https://www.respiclick.ca/en/>

To visit the HCP section, please enter **123456** as license number (this code was created for the SKUY awards)

New

**Aermony
RespiClick™**
fluticasone propionate
inhalation powder

It c  icks

Every time the green cap is opened and it "clicks", one dose is ready to be inhaled.

If the patient does not hear the "click", the inhaler may not be activated to give a dose.

Open up to a new option in asthma management.