

Covering the bases in CRPC



Astellas Canada tasked CPC with the challenge of refreshing their brand creative for Xtandi (enzalutamide) in preparation for a new indication launch in non-metastatic Castration Resistant Prostate Cancer (nmCRPC). The brand was shifting from a simplicity and quality-of-life brand positioning to one that communicated power and efficacy in an increasingly competitive market. We needed something that would be intuitive and memorable, positioning Xtandi as the right tool for the job.

The baseball creative was ultimately the winning creative coming out of market research based on its appeal and effectiveness in communication. The added bonus? Doctors intuitively understood the analogy that the 'bases' represented the different prostate cancer disease states for which Xtandi is indicated to treat. Baseball was used to refresh all Xtandi promotional collateral – from the journal ad to the conference booth panels, and everything in between – to support the indication launch. The result was double digit growth that exceeded brand projections that also paved the way for another successful indication launch 18 months later.

CHOOSE XTANDI IN YOUR CRPC TREATMENT LINE-UP

Xtandi is indicated in:¹

- 1 Non-metastatic CRPC **NEW**
- 2 Chemotherapy-naïve mCRPC with asymptomatic or mildly symptomatic disease
- 3 mCRPC after docetaxel therapy

Xtandi (enzalutamide) capsules

Since 2013 more than 10 000 patients have received Xtandi in Canada for the treatment of mCRPC.²

Xtandi[®] (enzalutamide capsules) is indicated for the treatment of patients with non-metastatic castration-resistant prostate cancer (nmCRPC).¹ Xtandi has not been studied in patients with mCRPC at low risk of developing metastatic disease. The benefit and risk profile in these patients is unknown.

Xtandi is indicated in the setting of medical or surgical castration for the treatment of metastatic castration-resistant prostate cancer (mCRPC) in patients who:

- Are hormone-therapy-naïve with asymptomatic or mildly symptomatic disease after failure of androgen deprivation therapy
- Have received docetaxel therapy

Consult the product monograph at https://www.astellas.ca/Uploads/pdf/Xtandi_PIM_EN.pdf or call 1-888-338-1824 for important information relating to:

- Contraindications in women who are or may become pregnant, or who are lactating
- The most serious warnings and precautions regarding seizures and Posterior Reversible Encephalopathy Syndrome (PRES)
- Other relevant warnings and precautions regarding secondary fracture incontinence, cyclosporine P450 interactions and dose adjustments, cardiovascular events (including systemic heart disease, QTc-prolongation and hypertension), hypotension, respiratory reactions, nonpathological bone fractures or falls and fall-related injuries, neurotoxic adverse events, mental impairment disorders, use of contraception, potential effects on male fertility, recommendations in special renal impairment or end-stage renal disease and monitoring in mCRPC patients
- Conditions of clinical trials, adverse reactions, interactions and dosing

The ONLY second-generation antiandrogen indicated in the treatment of non-metastatic AND metastatic CRPC.^{1,2,3}

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AN EXPERIENCED PLAYER UN JOUEUR EXPÉRIMENTÉ

Xtandi (enzalutamide) capsules

Since 2013, more than 10 000 patients have received Xtandi in Canada for the treatment of mCRPC.²

Since 2012, more than 200 000 patients per year have received Xtandi worldwide for the treatment of CRPC.³

Since 2011, more than 100 000 patients worldwide have received Xtandi for the treatment of mCRPC.⁴

Since 2010, more than 200 000 patients per year have received Xtandi worldwide for the treatment of CRPC.⁵

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