

Case study:

Celebrating dedication & hope: Taking conference experiences to creative heights

To commemorate the 5-year anniversary of a client product's FDA approval, Woven Health Collective launched a comprehensive campaign for the client by leveraging its diverse capabilities to enhance HCP confidence, and to celebrate their dedication to disease prevention. The campaign featured an interactive booth at a major medical conference, engaging attendees with hands-on mural painting and strategic post-event communications. This initiative strengthened connections with HCPs, celebrated shared successes, and reinforced the impact of heartfelt dedication to ending an epidemic in the United States.

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the challenge

A large pharmaceutical company wanted to commemorate the 5-year anniversary of the FDA approval of their product, while at the same time, enhancing health care professionals' confidence in the brand and recognizing HCPs dedication to disease prevention. The campaign aimed to foster deeper connections with care providers, while educating, inspiring and encouraging them to continue their invaluable work in ending an epidemic in the United States. These multiple objectives were all equally important, but the client was struggling with how to synthesize them all into a meaningful experience without cluttering the message.



the solution

Woven set out to strategically address the client's challenge by deploying the agency's comprehensive suite of capabilities, integrating creative, digital, and logistics expertise.

Art and life come together in an interactive exhibit booth

Four patients gave permission to be depicted in an original artwork by a Los Angeles based artist. The portraits symbolized the diverse lives supported by HCPs and served as a live mural painting event for booth visitors. A custom built 3D "5-Year" sculpture adorned the clean and compelling exhibit layout, and a heartfelt thank-you letter was displayed, fostering genuine connections and collaboration with attendees.

Comprehensive booth drivers

A strategic 360-degree plan was implemented to draw attendees to the booth and to maximize the exposure of the dynamic art-inspired activity. Hall signage, digital advertising, and animations drove traffic with colorful messaging and an invitation to this unique interactive exhibit. The resulting booth experience was educational, immersive, and inspiring, allowing company representatives to cultivate meaningful engagement with customers without resorting to overbearing sales or marketing tactics.

Post-event email strategy

A personalized follow-up email was sent to participants, thanking them for their participation and included a link to download the mural that they had helped create. The email also directed them to the 5-year anniversary page on the product website for additional resources, extending engagement beyond the event.

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the results

The campaign successfully reinforced confidence in the client's product and celebrated the dedication of HCPs to disease prevention. The interactive art exhibit booth and strategic communications fostered deeper connections with HCPs, enhancing brand perception and encouraging continued collaboration between the client and their customers. The post-event nurturing strategy maintained engagement, turning initial interest into meaningful action and fostering long-term relationships.

the takeaways

Creative approaches can overcome challenges and delight audiences.

Leveraging a comprehensive suite of skills can significantly enhance campaign effectiveness and foster deeper connections with key stakeholders.

Strategic communication is key.

Traffic drivers and a well-planned follow-up strategy, supported by live, print, and digital channels, is crucial in maintaining engagement and turning interest into action.

Celebrate milestones.

Commemorating significant milestones with creative, thoughtfully designed campaigns, can reinforce brand confidence and recognize the dedication of key stakeholders.

The power of love and commitment

Centering campaigns around universal emotional and personal themes can resonate deeply with audiences, reflecting the impact of heartfelt dedication in achieving shared goals while also providing an opportunity to increase awareness and understanding of important therapeutic options.