



ABBOTT PUBLIC AFFAIRS: DIAGNOSTICS

Blood Donation Summary

December | 2019

Proprietary and confidential — do not distribute

Background on 2013 pilot program and partner

Rationale for Pilot

- Abbott has helped ensure the safety of the blood supply for 40+ years
- Need to underscore our role in blood screening while increasing awareness of the importance of donating
- In August 2013, Abbott piloted a program with the non-profit organization, Music Saves Lives (MSL), to secure the next-generation of blood donors and ensure future availability of this important resource

Music Saves Lives (MSL)

- Engages youth to participate in upcoming local blood drives by offering them music incentives linked to upcoming concerts
- In 2012, MSL encouraged 250,000+ youth summer blood donations
- The American Red Cross has honored MSL for its work
- By partnering with Abbott, they hope to raise their profile and increase the number of Pacific Northwest area donors

Proprietary and confidential — do not distribute

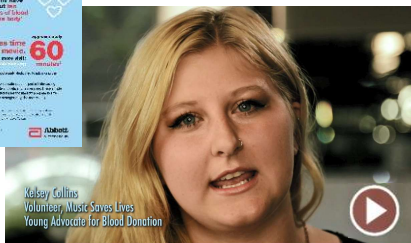
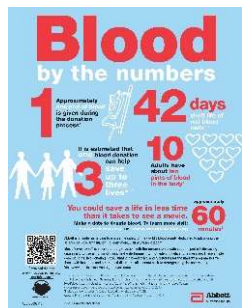


2013 partnership announcement and pilot event



Our PR Plan

- Issue US 1 wire release to announce partnership and coordinate media outreach (Aug)
- Host pilot event at MSL Northwest Music Festival, coordinating PSA video shoot at event (Sept)
- Work with content and internal comms teams to develop Abbott.com/Abbott World stories plus social media content



Kelsey Collins
Volunteer, Music Saves Lives
Young Advocate for Blood Donation



Pilot Program Results

New Donor Engagement

- Pacific NW area donors: 3k
- Very Import Donor Club members: 600+
- MSL website traffic: 65% increase in new visits; total visits: 1,265
- Traffic at Abbott/MSL booth at musical festival: 125

Social and Traditional Media Results

- MSL Facebook & Twitter: 160/200 new followers, respectively
- Abbott.com feature story: 355 page views, 20% more views than average
- Four media stories: The Oregonian, Portland Business Journal, Examiner.com, Oregon Music News



Program Extension

Legendary DJ and producer Tiësto heard about our program and offered tickets to four donors to meet him at his Nov 2013 concert



Partnership announcement and pilot event

Our PR Plan

- Issue US 1 wire release to announce giveaway for donors—four lucky donors will win the special opportunity to meet legendary DJ and producer Tiësto during one of his concerts (Nov 12)
- Conduct outreach to encourage young adults to donate (Nov 12-Nov 20)
- Work with content team to draft Abbott.com story and social media content



Sarah and Fischer pose with Tiësto

Results

- Three media stories: Vibe, Look to the Stars.com, and HooplaHa
- Continued our partnership with MSL in 2014, driving more young adults to become regular donors
- Program featured in Abbott's [Global Citizenship Report](#)
- This was the business's first multiple-year blood donation partnership program, which led to the BE THE 1 Donor program, launched with Cristiano Ronaldo in 2015, and continued until 2019

Summer 2016 blood donation news bureau

2016 Earned and Paid

- Secured OpEd by company expert in Huffington Post prior to World Blood Donor Day, June 14
- Syndicated piece with Outbrain, which surpassed their benchmarks: .15% CTR and 11K clicks; top publishers: CNN and FOX News
- Hosted interview with company expert and Dr. Daliah Wachs of “iHeartRadio”

Owned & Social

- Three Abbott.com stories: Resulted in higher than usual traffic to company website
- Social posts also performed so well that Corp. content team put paid behind posts

Proprietary and confidential — do not distribute



By John R. Hackett Jr., Ph.D., Contributor
Divisional Vice President of Applied Research and Technology, Abbott



DRIVING AWARENESS FOR BLOOD DONATION: WORLD BLOOD DONOR DAY

ACTIVITIES

OWNED

- YouTube video
- Executive LinkedIn piece
- Abbott.com story

EARNED

- Targeted media outreach

SOCIAL

- Animated GIF plus social for earned/owned content

PAID

- Corporate Facebook / LinkedIn
- U.S. News byline syndication

INTERNAL

- Executive employee email
- 2 Abbott World stories
- Abbott World Poll / Your Voice



A pint-sized request to make a life-saving difference

Published on June 14, 2018

by Mary McInerney, VP of Marketing at Abbott

I'd like to introduce you to two important people who have been on my mind a lot lately as we approach World Blood Donor Day.

James Harrison and Eddie Ogden.

You may have heard about James, known as "the man with the golden arm," he's been in the news recently because, at age 81, he ended an amazing 66-year run in which he donated more than 1,000 pints of blood. James' story is remarkable, made even more compelling because of his unique situation. That never stopped him from doing what he could to give the blood that the Australian Red Cross has estimated helped save 2.4 million babies. So, it's understandable that he's received all the recent media recognition.

But this is probably the first time you've heard about Eddie.

He's an our team here at Abbott, and in some ways, he has a remarkable story as well: Eddie's a millennial who has decided to give blood.

And that has put him in some odd company.

Abbott @AbbottNews · Jun 15
Our scientist Dr. John Hackett, Jr. shares: "I'm alive today because someone donated blood." abbo.tt/2ydw3j via @usnews



Abbott @AbbottNews Following

.@WGNNews speaks with John Hackett, Jr. about why our Global Surveillance Program looks for rare strains of known viruses, but also hopes to detect new ones well before they invade the blood supply:



NEWS



COMMENT

ABBOTT | JUN 14, 2018

Abbott Blood Donors Give Colleague a Second Chance at Life

In honor of World Blood Donor Day on June 14, read this story about the big impact of giving a little blood.

Swarupa Sawant calls her colleagues at our Mumbai, India office "Family." By that, she means the people who helped save her life.

"Without their blood donations, I wouldn't have survived," said Swarupa, an assistant manager in our Cardiac Rhythm Management business.

This is her Abbott story.

When Swarupa delivered her second child, her daughter Prapti 6n Jan. 9, 2018, doctors knew the birth would be complicated. Swarupa had a rare condition that causes the placenta to grow too deeply into the uterine wall.

2018 WORLD BLOOD DONOR DAY

COMMUNICATIONS AND CONTENT PERFORMANCE REPORT | JUNE 14-30, 2018

INCREASE AWARENESS OF ABBOTT'S ROLE IN BLOOD SCREENING & THE NEED FOR REGULAR BLOOD DONORS

EARNED

- 4 Placements
- 100% Positive sentiment
- 1MM+ Total reach

BYLINE SYNDICATION

- 4.8MM+ Total reach

SOCIAL

- 50,000 reach
- 6.3% Engagement rate
- ORIGINAL CONTENT
- 337 Website page views
- ABBOTT WORLD STORIES
- 40,000 Total views



How a local scientist keeps blood supply safe and flowing

POSTED 5:23 PM, JUNE 14, 2018, BY WGN WEB DESK, DINA BAIR AND KATHARIN CZINK, UPDATED AT 07:57AM, JUNE 15, 2018



A Plea to Young Americans: Donate Blood

Of the 38 percent of Americans who are eligible to donate blood, less than 10 percent do so each year.

John R. Hackett Jr. June 14, 2018



TOP STORIES/HIGHLIGHTS

"I wanted to thank you and the rest of the Abbott team for supporting the recent U.S. News article and the radio, TV, and social media you have been doing to continue to keep the importance of donating blood front and center. We know these types of articles don't just happen and we greatly appreciate the partnership you have with our centers."

Bill Block
President/CEO, Blood Centers of America



A Plea to Young Americans: Donate Blood



How a local scientist keeps blood supply safe and flowing



Keeping the blood supply safe



Why young people need to start donating blood

IMPACT SUMMARY



100%
Key message penetration about how Abbott's tests screen the world's blood supply and the company's commitment to inspire people to become regular donors

5.8+ million
Total audience reach



2019 Blood Donation Outreach

JANUARY – JUNE 2019

HIGHLIGHT ABBOTT'S LEADERSHIP ROLE IN BLOOD SCREENING AND THE NEED FOR REGULAR BLOOD DONORS

EARNED

8 Placements

100% Positive sentiment

5.3MM+ Total reach

LOU MORRONE WBDD
LI POST 

55% Engagement

ABBOTT.COM SURVEY STORY

2.5MM Page views

1MM Unique visitors

WBDD SOCIAL POSTS

10 Posts on Corporate channels



211,528 Social impressions

3.5% Engagement with best performing post



Here's what you need to know about donating blood



Facebook is about to launch a tool in the US that pings you to donate blood when there are shortages



13 Things You Should Know Before Donating Blood

TOP STORIES/HIGHLIGHTS



Dr. Alex Carterson, MD, a pathologist and the clinical global medical director of transfusion at the healthcare company Abbott, says that generally in the summer, donations dip. This is partly because college students — a crucial group for blood donations — are off of school... It's time for everyone to step up — especially millennials, which Carterson says “make up the most [ethically] diverse population in the U.S.,” he tells NBC News BETTER.



Blood centers could use an influx of new donors, too. Less than 10% of eligible donors make the effort each year. And many regular donors may age out of the donor pool. Roughly three-quarters of donations come from Americans 50 years of age and older. As they age, it becomes more and more likely that they'll develop health problems that make them ineligible to donate. We desperately need young people to begin taking their place. — John Hackett, Jr.



“One of the real challenges is: how do we maintain a viable and thriving blood supply?” John Hackett, the vice president of applied research and technology for the diagnostics division of healthcare company Abbott, previously told Business Insider. “We badly need to recruit donors who will give regularly.”

IMPACT SUMMARY



Key Message Penetration: Abbott's tests help screen most of the world's blood supply; Abbott encourages young adults to become donors to replace an aging donor pool; new survey from Abbott found that just 12% of millennials are regularly donating blood



Abbott Experts Sought for National/Local Media Stories: Alex Carterson and John Hackett, Jr.



Abbott Customers: Vitalant and QualTex will use Abbott's blood donor survey in their recruitment efforts



ABBOTT PUBLIC AFFAIRS: DIAGNOSTICS

Virus Hunters Summary

December | 2019

Proprietary and confidential — do not distribute

2017-2019

DRIVING ABBOTT'S LEADERSHIP IN INFECTIOUS DISEASE

THE VIRUS HUNTERS: ABBOTT'S GLOBAL VIRAL SURVEILLANCE PROGRAM

Demonstrating Abbott's leadership in infectious disease testing and research:

- Abbott's Global Viral Surveillance Program research allows us to stay one step ahead of HIV and hepatitis
- Collaboration with external partners to identify and track new pathogens
- Abbott's tests help screen more than 60% of the world's blood supply

Spotlight on the Virus Hunters:

- Featured in Abbott TV ad
- More than 71 stories globally
- New content, including videos, infographics and more on Abbott.com and social channels

THE WALL STREET JOURNAL When an Epidemic Threatens the Globe, This Doctor Jumps Into Action

What it means to be the 'chief virus hunter' at a company that screens for the world's most contagious diseases



John Hackett is known within Abbott Laboratories as the "chief virus hunter." Here he is pulling virus samples from a freezer vault. PHOTO: DAVID KASNIC FOR THE WALL STREET JOURNAL

How a local scientist keeps blood supply safe and flowing



Viruses Change, Our Mission Won't



Hunting the HIV Virus



How Do You Detect a Mutated Virus



The Virus Hunters

Abbott's World Hepatitis Day Efforts

JULY 2019

DEMONSTRATE ABBOTT'S LEADERSHIP IN FIGHTING HEPATITIS

EARNED/PAID

1 byline and 1 paid piece

Owned: **9,795** click throughs,
587MM impressions
Avg. time on the page: 13 min.

Earned: **35,186** impressions

ABBOTT.COM STORY

296 unique visitors, **765** page views

TWITTER

7,752 total reach

18,457 impressions

0.5% engagement rate

EXECUTIVE LINKEDIN

Chris Scoggins: 332 views,
47% engagement rate

Abbott CONSUMERS HEALTHCARE PROFESSIONALS CAREERS ABOUT ABBOTT

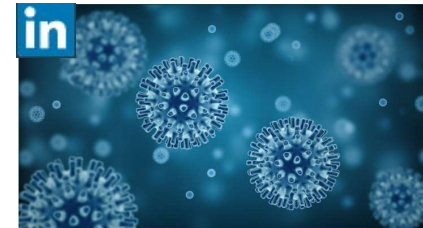
HEPATITIS IS TESTING US. WE WILL NOT FAIL.

Most Hep B and C infections have no symptoms. Unnoticed, chronic infection can lead to liver cancer. Better testing can help. That's our job.



JUL 25 2019

You may know hepatitis B and C (HBV and HCV) are serious viral infections that can damage the liver and lead to liver cancer.



Now is the time to get tough on hepatitis

Published on July 24, 2019

Chris Scoggins
Senior Vice President

2 articles Following

Silent killers are the toughest to fight.

Abbott @AbbottGlobal

325 million people are living with viral hepatitis B and C.
2.85 million people became newly infected in 2017.
Better testing can help.

That's our job: abbot.tt/2YfrOHT
#WorldHepatitisDay

11:52 PM · 27/07/19 · Spreadfast app

3 Retweets 10 Likes

HIGHLIGHTS

New Vision BRAND'S LEADING DAILY

Innovating and investing in the fight against Hepatitis

By Admin Added 1st August 2019 10:50 AM

According to a 2016 survey, 90% of Ugandans do not know their hepatitis B status



devex Do Good. Do It Well.™ SPONSORED BY Abbott



UNDERSTANDING HEPATITIS

WHO IS INFECTED?
325,000 2,850,000 80%

GET TESTED!
IT'S THE ONLY WAY TO KNOW IF YOU'RE INFECTED

IMPACT SUMMARY

- Key message penetration: Abbott, world's most sensitive and easy-to-use hepatitis B rapid diagnostic test
- Below average earned media coverage as no new product news to share (delay in new product announcement)
- Below average Twitter engagement rate given fewer news stories to amplify to a broad consumer audience

Abbott's World AIDS Day Efforts

COMMUNICATIONS AND CONTENT PERFORMANCE REPORT | DECEMBER 1, 2018

DEMONSTRATE ABBOTT'S LEADERSHIP IN FIGHTING HIV/AIDS

EARNED

22 stories

100% positive-to-neutral coverage

3.6MM+ total impressions

TWITTER

92MM total reach

171MM impressions

3.3% engagement rate

EXECUTIVE LINKEDIN

Brian: 3,090 engagement, **67%** engagement rate

Sharon: 2,612 engagement, **50%** engagement rate



Ending the AIDS epidemic: Once thought impossible, now within reach

Brian Blaser | Following
Executive Vice President, Diagnostics Products at Abbott

With World AIDS Day approaching Dec. 1, I find myself thinking about all the scientists and innovators who have led the worldwide fight against HIV and AIDS for more than 35 years.



"Knowing your [HIV] status" is not just a mantra – it helps save millions of

Sharon Bracken | Following
Senior Vice President Abbott Rapid Diagnostics Division

December 1, 2018 marks the 30th anniversary of World AIDS Day, a day for people around the world to unite in the fight against HIV and to support those living with the disease.

Vietnam Investment Review

Abbott's HIV "Virus Hunter" on life changing technology

As an Abbott expert, could you provide a glimpse into the global status of HIV/AIDS?



Gavin Cloberty, Lead of Infectious Disease Research, one of Abbott's leading Virus Hunters

Nearly 37 million people around the world are living with HIV. Today, three out of four people living with HIV know their status, the vital first step to getting treatment.

Thanks to sustained access to antiretroviral therapy (ART), many 58 per cent of HIV infected people are living longer and healthier, gradually reducing the risk of transmission. Nevertheless, the HIV virus rapidly evolves into new strains, making it more difficult to eliminate.

For more than 30 years, Abbott's research and diagnostics work has helped to identify these new strains in the fight against HIV/AIDS. We were especially proud that our first HIV blood test was approved by the US FDA in 1985.

Ever since, our broad range of tests have spanned the entire continuum of care for people at risk for HIV or living with the virus, whether they are getting treatment at a public health clinic in Chicago or living in a remote village in Uganda.

TOP STORIES/HIGHLIGHTS



13 Surprising Things Most People Don't Know About HIV and AIDS



Abbott's HIV "Virus Hunter" on life changing technology

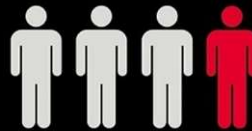


Q&A: Why knowledge is power when it comes to HIV/AIDS

LIANHE ZAOBAO

Five Myths about HIV and AIDS

GLOBALLY, ONE OUT OF FOUR PEOPLE LIVING WITH HIV DON'T KNOW IT



IMPACT SUMMARY



Key Message

Penetration: Abbott, life-changing technology, broad range of HIV tests, Global Surveillance Program



Executive LinkedIn

blogs had highest engagement rates for the year



JOHN R. HACKETT Jr., Ph.D.



ABBOTT PUBLIC AFFAIRS: DIAGNOSTICS

HIV Discovery Summary

December | 2019

Proprietary and confidential — do not distribute

Background on HIV discovery

- Abbott is announcing the discovery of a new strain of HIV called HIV-1 Group M, subtype L
- Research could publish online on Wed., Nov. 6 in the *Journal of Acquired Immune Deficiency Syndromes*
- This research marks the first time a new subtype of HIV-1 has been identified in 19 years (since guidelines for classifying new strains of HIV were established)
- To determine whether an unusual virus is in fact a new HIV subtype, three cases must be discovered independently
- Abbott scientists had to develop new techniques to use with next generation sequencing technology to help narrow in on the virus portion of the sample to fully sequence and complete the genome
- Abbott is making this new strain sequence available to the research community to evaluate its impact on diagnostic testing, treatments and potential vaccines.
- Abbott's tests can detect subtype L



Coverage at a glance

1,810+
total stories,
with 477 in
top-tier

23
countries with
top-tier
coverage

15,000
mentions on
social with
7.1B+ reach

Abbott is helping global health community stay one step ahead of HIV as our team of Virus Hunters discovered a new strain using new technology and techniques

GLOBAL RESULTS

EARNED

1,810+ total stories, 477 top-tier

726MM+ total impressions

92% key message penetration

98% stories mentioned Abbott and 57% mentioned our Surveillance Program or that we screen 60% of the world's blood supply

SOCIAL

681,000 impressions with 5.7% engagement rate

5,000 views of Virus Hunter video

15,456 total mentions on social with a 7.1B+ potential reach, strongly led by top-tier journalist and media outlets sharing news

OWNED CONTENT

8,535 visits to Abbott.com story

38.7% Abbott Edge email open rate, versus 18% benchmark

59K reach with 1,171 engagements of AW story and aLIVE post



What to know about the 'new' HIV strain
It was actually discovered in 1983, and is part of the family of HIV viruses responsible for the vast majority of cases worldwide.

TOP STORIES/HIGHLIGHTS



Bull Signal Flashing for Abbott Stock Has Never Been Wrong

Lillian Currens
Schaeffer's Investment Research November 6, 2019

The shares of Abbott Laboratories (NYSE:ABT) are inching higher following the pharmaceutical company's discovery of a new strain of Human Immunodeficiency Virus (HIV) called HIV-1 Group M, Subtype L. This discovery was published in the Journal of Acquired Immune Deficiency Syndromes (JAIDS), and highlighted how next-generation genome sequencing is helping scientists stay ahead of the virus.

The shares are up 0.8% at \$82.97, at last check, testing their footing back atop their 60-day moving average. For the year, the stock has gained 14.7%, climbing higher last month after a bounce off the rising 200-day moving average before losing steam just below the \$84 region. This pullback sent ABT back towards the aforementioned 200-day moving average, which, if history is any indicator, could mean an even bigger bounce for the security.

IMPACT SUMMARY



The FDA and CDC asked Global Surveillance team to speak about new subtype. The FDA also requested a cultured virus so all tests may be evaluated.



NIH-sponsored group has reached out to get access to the new strain.

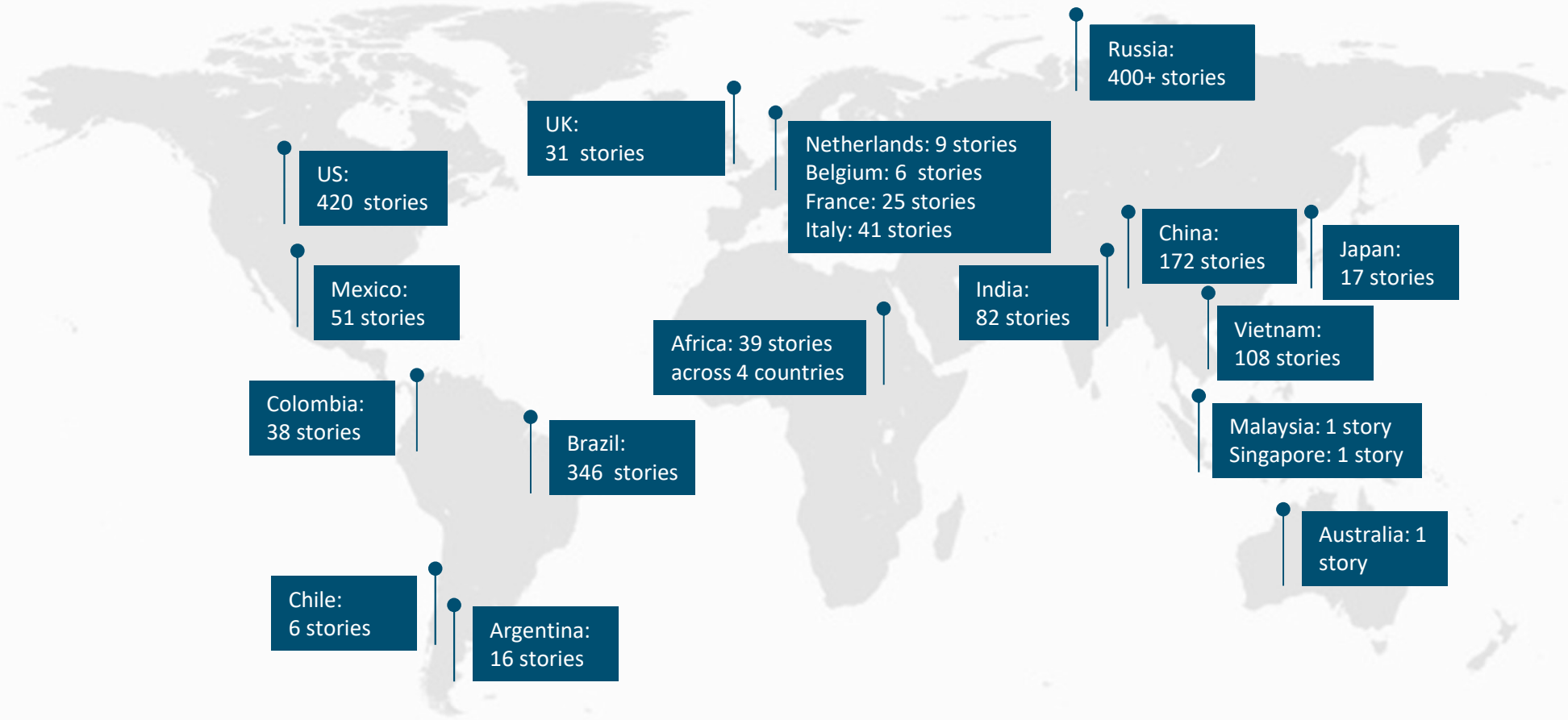


RMDx and GA using announcement to increase our visibility with global funders to help engage on tenders



Tampa health clinic promoted the news and offered free HIV screenings.

Abbott's leadership heard around the world



Strong social engagement

ABBOTT OWNED CONTENT

681k impressions

5k video views

5.7% engagement overall, including a 11.2% engagement on Facebook

OVERALL SOCIAL REACH

15,456 total mentions on social

7.1+ Billion potential reach

TOP TIER MEDIA SOCIAL SHARES

Wall Street Journal: Nearly 800 shares of social posts

CNN: 59K+ shares of social posts

Chicago Tribune: 2,600 shares of social posts

Scientific American: 4,890 shares of social posts

Proprietary and confidential — do not distribute

Preetika Rana @Preetika_Rana · Follow

.@WSJ exclusive: Abbott has recorded a new HIV strain under the group responsible for the global pandemic. The last strain in that group was documented in 2000. "This sample just sat in our fridge for years."
[wsj.com/articles/a-new-... @AbbottNews SABT](https://www.wsj.com/articles/a-new-...)

A new HIV strain was documented under the group responsible for the vast majority of human infections. The last strain in that group was documented nearly two decades ago.

Scientific American @sciencemag · Nov 8 · Follow

Researchers have discovered a new strain of HIV—the first to be identified in 19 years bit.ly/2WVC1Mu

CNN @CNN · Follow

For the first time in 19 years, a team of scientists has detected a new strain of HIV

Scientists discover first new HIV strain in nearly two decades
 The strain is a part of the Group M version of HIV-1, the same family of virus subtypes to blame for the global HIV pandemic, according to Abbott Laboratories, ...
[cnn.com](https://www.cnn.com)

Chicago Tribune @chicagotribune · Follow

A new strain of HIV has been discovered for the first time in almost 20 years — by a team of scientists based in Lake County

Scientists at Abbott discover first new HIV strain since 2000: 'We're working L...
 A new HIV strain has been discovered by scientists in Lake County. Here's why these virus hunters have been tracking this cold case for years.
[chicagotribune.com](https://www.chicagotribune.com)

Important context

- While news seemed significant, scientifically we knew it might be a “so what”
- Early pitching had many reporters saying it didn’t seem significant
- Particular skepticism from US reporters
 - Bloomberg interviewed, but passed because editor said not impactful
 - Reuters UK, NPR interviewed but didn’t run
 - NBC originally passed but came back to us when story caught fire
- Pre-pitching was an important element to the success; conducted 8 interviews before the news broke
- Timing of the publication was ideal – 6:30 a.m. U.S. (gave WSJ Asia time to run story first)
- Having a dedicated, flexible spokesperson was key

Three Critical Moments

Big Story

THE WALL STREET JOURNAL.

A New Strain of HIV Is Recorded Under Group That Caused Pandemic
 Latest strain was found in just three people



7:24 AM
 Tweet
 Preetika Rana @Preetika_Rana
 .@WSJ exclusive: Abbott has recorded a new HIV strain under the group responsible for the global pandemic. The last strain in that group was documented in 2000. "This sample just sat in our fridge for years."
[wsj.com/articles/a-new-strain-of-hiv-is-recorded-under-group-that-caused-pandemic-11608123456](https://www.wsj.com/articles/a-new-strain-of-hiv-is-recorded-under-group-that-caused-pandemic-11608123456)
 @AbbottNews \$ABT

HIV Origins
 A new HIV strain was documented under the group responsible for the vast majority of human infections. The last strain in that group was documented nearly two decades ago.

Our assets

***Pivoted focus to broadcast**

Credibility...Fire Storm



Scientists discover first new HIV strain in nearly two decades



- *Fauci quote*
- *CNN wire feed*
- *Tweets*
- *Triggered local broadcast*

Sanjay Gupta on CNN



Knock Your Socks Off



Live Skype interview with Anderson



Noteworthy things that worked

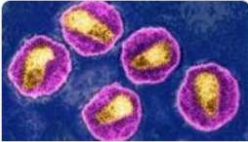
Big Milestone

First Time in 19 Years



New HIV strain discovered for the first time in 19 years

The Independent



[New strain of HIV detected for the first time in 19 years](#)

FOX 29 News Philadelphia



First new HIV strain discovered in nearly two decades

CNN

Notable Quote

Needle in a Haystack

"Identifying new viruses such as this one is like searching for a needle in a haystack," said Mary Rodgers, Ph.D.

"By advancing our techniques and using next generation sequencing technology, we are pulling the needle out with a magnet."

Asset Package

Helped Tell the Story



Discovery of a New Strain of HIV
Abbott • 3.9K views • 6 days ago

Abbott Virus Hunters

TRACKING HIV AND HEPATITIS VIRUSES
HIV and hepatitis viruses are the most common blood-borne viruses. Abbott's new test is designed to help you detect both. Research from FOX, Abbott could show the global HIV prevalence in 2019. Learn more on our website.

SAMPLES COLLECTED FROM 45 COUNTRIES ACROSS 6 CONTINENTS

Discovering the new strain: HIV-1 Group M, Subtype L
Adapted from Tomaras et al., JACS, 2016

GROUPS AND SUBTYPES WITHIN HIV-1

HIV-1

GROUP M GROUP N GROUP O GROUP P

A B CRF01_AG CRF02_AG CRF07_AG CRF11_AG CRF12_AG CRF13_AG CRF14_AG CRF15_AG CRF16_AG CRF17_AG CRF18_AG CRF19_AG CRF20_AG CRF21_AG CRF22_AG CRF23_AG CRF24_AG CRF25_AG CRF26_AG CRF27_AG CRF28_AG CRF29_AG CRF30_AG CRF31_AG CRF32_AG CRF33_AG CRF34_AG CRF35_AG CRF36_AG CRF37_AG CRF38_AG CRF39_AG CRF40_AG CRF41_AG CRF42_AG CRF43_AG CRF44_AG CRF45_AG CRF46_AG CRF47_AG CRF48_AG CRF49_AG CRF50_AG CRF51_AG CRF52_AG CRF53_AG CRF54_AG CRF55_AG CRF56_AG CRF57_AG CRF58_AG CRF59_AG CRF60_AG CRF61_AG CRF62_AG CRF63_AG CRF64_AG CRF65_AG CRF66_AG CRF67_AG CRF68_AG CRF69_AG CRF70_AG CRF71_AG CRF72_AG CRF73_AG CRF74_AG CRF75_AG CRF76_AG CRF77_AG CRF78_AG CRF79_AG CRF80_AG CRF81_AG CRF82_AG CRF83_AG CRF84_AG CRF85_AG CRF86_AG CRF87_AG CRF88_AG CRF89_AG CRF90_AG CRF91_AG CRF92_AG CRF93_AG CRF94_AG CRF95_AG CRF96_AG CRF97_AG CRF98_AG CRF99_AG CRF100_AG

HIV-1 Group M is within that responsible for 95% of the global HIV pandemic.
A new subtype of Group M, HIV-1, has been identified.

Business impact

- FDA requested Mary Rodgers to speak about the new subtype and provide a cultured virus so all tests may be evaluated.
- Dr. John Ward, Director of the Division of Viral Hepatitis at the CDC asked Gavin Cloherty to talk about the discovery at an infectious disease conference they were both attending.
- Tampa clinic used news to promote importance of testing and to offer free HIV screenings.
- Rapid and Molecular and GA using to increase Abbott visibility with global funders to help support tenders

In summary

- We framed the story well in our release
- Pre-pitching activities were important
- Shift to broadcast propelled the story
- Tweets from media influencers amplified it through social
- Arsenal of assets helped stories come to life; used extensively
- It took a village Anderson Cooper Rocks!



Abbott