

Ansolar

Activity 1

The MR will carry 3 different masks. These will be the masquerade party masks as in the below pic. The first mask will show the effect of chemical peeling on the face. The second will show the effect of harmful UV rays on the skin post-peeling. The third will show the effect after using Ansolar.

The masks can be worn by the MR during the demo or else he can carry a mannequin of a head on which he can use the masks and give the demo.



Activity 2

The MR will carry either an apple or a banana for a demo. As soon as he enters the doctor's room, he peels the fruit with a peeler & keeps it on the table. The fruit will start oxidizing quickly. Then the MR can explain to the doctor that this is the effect which the sun has on skin that has undergone chemical peeling. Then the MR can go on to detail the product.

If the above is not feasible inside the clinic, a recorded video can be played on the MR's smartphones to do the activity.

Campaign note for 4 week advantage

This note will lay down the parameters and the sequence of events that will govern the manner in which the campaign will unfold.

BILUMA 4 WEEK ADVANTAGE

CAMPAIGN BEGINS-----

- The FF (Field Force) will receive a mail giving them the total details of the campaign and how the same will be carried out in the field.
- The FF will receive an incentive and rewards communication through mail. This will give them the points system for acquiring points during the campaign. The points system will be in the following manner:
 - For every doctor who participates by signing the participation form, the MR will be awarded 2 points.
 - For every patient who takes part in this campaign, the MR will be awarded 4 points.
 - For each selfie uploaded by the patient, The MR will be awarded 1 point.
 - For each patient who uploads his 28th day selfie, the MR will get 10 bonus points.
 - For each interview conducted with the doctor and a patient who has completed the campaign successfully, the MR gets 5 points.

The points thus collected will be added together and prizes will be announced at a suitable date.

- The FF will disseminate this communication to the doctors through the call-me-in card and VA (visual aid) and explain the entire campaign to them.
- The doctor then signs a participation pledge card as a mark of consent for agreeing to participate in the campaign.
- The doctor then, during his normal course of consultation, prescribe BiLuma to a patient with hyperpigmentation and ask him to participate in the 4 week advantage.
- Details of this patient will be collected by the doctor/FF in a patient participation card.
- The patient will receive an sms which will have a whatsapp-enabled phone number where the patient can chat and know more about the campaign.
- A dedicated manpower will access this whatsapp chat window and answer queries of the patients.
- The patients will be reminded to upload selfies of themselves on this number on periodic intervals(1st day and every 4th day from start of campaign with 28th day being the last)
- At the doctor's clinic, various patient education materials like leaflets, posters etc will be distributed to build awareness about the 4 week advantage.
- A parallel activity will be done at corporate parks , commercial premises etc where a roadshow will be organized to convince people with dark facial patches/spots to not ignore them and seek the advice of a dermatologist asap.
- Through the whatsapp chat interface, the patient progress can be monitored and the details of those patients that successfully complete the campaign will be shared with the FF.
- Those patients who complete the campaign in a dedicated fashion will definitely see the results for themselves and a successful case study can be made with their as well as the prescribing doctor's interviews. This will be conducted by the FF who visits the doctor which will further strengthen his relationship with the doctor.
- The interviews, photographs and a brief write-up from the doctor for each successful case will be compiled together in a case study book.

- This case study book will be published and released as a coffee table book and distributed to doctors as a mark of appreciation for having participated in the campaign.

CAMPAIGN ENDS-----

The above campaign will need the following collaterals:

- 1) A campaign communication note for the FF in the form of a mailer.
- 2) An incentive and rewards communication for FF through mailer.
- 3) Call-me-in card
- 4) Doctor participation pledge card
- 5) Patient participation card
- 6) Patient education leaflets
- 7) Campaign information posters
- 8) Standees for display at the roadshows.
- 9) Case study compilation book(coffee table book)

The Superstar of Scar city

The story goes like this.....

Scar city is a fictitious city where everyone has scars on their faces. Everywhere around this city, wherever there are people who suffer any kind of physical damage or have undergone a scar are banished to this city where they live for the rest of their lives. Therefore, this city becomes the city of outcasts where people live a life of low self-confidence & self-esteem.

In this city, enters a plastic surgeon who transforms the scar-ridden patients into people with immense self-confidence & zeal to live. The inhabitants of this city throng to this doctor & find themselves living a life full of joy & happiness. The plastic surgeon thus becomes the 'Superstar of Scar city'. Cicatrix plays the role of a catalyst in this healing process by assisting the doctor.

The characters

The doctor is the 'Superstar' who heals the inhabitants of 'Scar city', portrayed by patients.

Sequence

- ✓ In the first visit, the medical rep will carry a 'Scartificate' of a fictitious person. It will be a certificate of residency which will have the copy:
"It is with profound grief & sorrow that we present this scartificate to enable <name of fictitious person> to avail residency in 'scar city'. He has undergone corrective surgery for treatment of burn injuries. This certificate will enable him to avail of all the facilities that are available to inhabitants of scar city.'
On the back of the certificate will be written:

"<Name of fictitious person> is one among many of the inhabitants of 'scar city'. This city is inhabited by people who have been banished because of their scars. Their scars run deep inside their bodies; it affects their souls & spirit. They want to come back.

Can we together help them return?"

Nothing more will be revealed in this visit.

- ✓ In the next visit, the medical rep will carry an identity card of the same fictitious person. The identity card will be titled 'Scardentity card'. The front of the id card will have details of the person like name, age, gender, scar marks on, resident of 'scar city' since. On the back of the Identity card will be written "Scar city needs a superstar"

Nothing more will be revealed in this visit.

- ✓ In the next visit, the medical rep will carry a poster & give it to the doctor saying that we want to place this somewhere in your clinic. The doctor will definitely go through it & read it. It will be a 'WANTED' kind of poster that would read "WANTED: A plastic surgeon for healing people in scar city; REWARD – Blessings, good wishes & much more."

By this point, the doctor's curiosity would be sufficiently evoked & he would want to know more about this. The MR would address the doctor & say that this is a campaign to salute Superstars like you who heal scar patients.

Nothing more will be revealed in this visit.

- ✓ In the next visit, the MR will carry a newspaper cutting which will have the headline "Scar city is facing scarcity of inhabitants. Meet the superstar of this remarkable story." There will be a lot of text in the article pertaining to what scar city was & how the doctor treated the patients & healed them & how they now treat him as their superstar." On the right of the text will be a small mirror with the caption "Scar city's new superstar".

Thus, the idea is that the plastic surgeon is the new superstar who has transformed the inhabitants of scar city from a life of despondency to a life of joy & happiness.

In the same visit, the MR will detail the Cicatrix VA to the doctor following which he will again show the certificate that he had shown in the first visit which will now be titled 'Certificate of Exile'. The copy will read "We are pleased & happy to certify that <Name of fictitious person> is now fit & qualified to leave Scar city as now his scars are within manageable limits, thanks to Dr's <Name of doctor> efforts. We wish him best of luck for all his future endeavors."

- The above gimmick will build up curiosity among the doctors who will be either amused or pleasantly surprised at the entire build-up of the campaign. It will develop brand recall as the plastic surgeon will remember the name of Cicatrix which will be present on each input that is shown to the doctor.
- In the earlier collaterals the line will be "Cicatrix: Inviting Superstars like you" & in the later set of collaterals the copy would be "Cicatrix: Proud to be associated with Superstars like you"

✓

The benefits

The benefits of this campaign will be that the plastic surgeon will have a brand recall for Cicatrix owing to this innovative campaign. Also, there will be an ego boost to the doctor in terms of him being called

as a 'Superstar'. People of all ages & occupations generally enjoy stories & through this campaign, the doctor will be actually participating in a story.

The collaterals:

- Two certificates.
- An identity card.
- A 'WANTED' poster.
- Collateral in the form of a newspaper cutting with a small mirror on one side.
- Cicatrix VA

Superheroes need superstars

The story goes like this.....

The patients who come to a plastic surgeon are basically survivors of an accident which involves physical damage in terms of either burns or skin damage etc. We will portray them as superheroes like Chhota Bheem, Superman, Hulk etc who meet with accidents when fighting powerful enemies but carry on relentlessly. These 'superhero patients' are being treated by Superstars who are portrayed by the plastic surgeons using Cicatrix.

The characters

The doctor is the 'Superstar' who heals the 'Superheroes', portrayed by patients.

Sequence

- ✓ In the first visit, the medical rep will carry a small figurine of a superhero, for instance Chhota Bheem. The figurine will be made of fibre or plastic and will be mounted on a box. The box will have inscribed on it a dummy patient profile, for instance:
Hi Doctor, I am Naresh. I suffered 80% burn injuries last year. Earlier, to my horror, my self-confidence faded away. Now, to my relief, it is my scars that are fading away. Today, people call me a superhero. It would not have been possible without you. I just wanted to say 'Thank you Superstar'. Please call me in.

The above gimmick will serve as the call-me-in card & will help the medical rep gain entry into the plastic surgeon's clinic. Once the medical rep gets an audience with the doctor, he will start detailing with a VA that will be designed in the shape of Chhota Bheem.

Cover page copy:

Scar survivors are superheroes for us....and you are the Superstars for them.

Cicatrix:Assisting Superstars like you...

Inside page 1 copy:

The card will have a detailed profile of the patient that we have referred to in the call-me-in card.

Inside pg 2 copy:

Cicatrix:

- Stimulates and regulates collagen production, thus accelerating wound healing and scar remodeling
- Facilitates re-epithelialization & reconstruction of damaged skin.
- <Other scientific USP's>
- ✓ After this campaign initiation, the second visit will have another superhero, for instance Catwoman. The modus operandi will be repeated. The dummy profile will be that of an accident victim 'Lalita' who is recovering from scars. In this visit, the medical rep will present a soft board to the doctor where he can pin up success stories of his own patients. The soft board will have pictures of superheroes adorning the borders.
- ✓ The campaign will move along the lines of the superheroes for another 2 -3 visits. In each visit, there will be a different merchandising element pertaining to the campaign line of 'Scar survivors are superheroes for us....and you are the Superstars for them' ; for instance in one visit there will be a standee ,in another an inflatable balloon etc.

The benefits

The benefits of this campaign will be that the plastic surgeon will have a brand recall for Cicatrix owing to this innovative campaign. Also, there will be an ego boost to the doctor in terms of him being called as a 'Superstar'.

The collaterals:

- A VA in the form of a superhero cut-out.
- A small figurine of a superstar mounted on a box.
- A soft board for pinning up patient testimonials.

Papulex 360 degree campaign

In-clinic elements for

Doctors:

- Teasers

Teasers in the form of traffic challans will be designed to give the doctor a feel of the campaign. The challans will have copy scribbled over it like the traffic cops do w/o giving any details. On the back side of the challan will be the message:" Direct the traffic of acne"

- Call-me-in card

A call-me-in card to be designed in the form of a miniature of a traffic signal.

- Standees

Standees to be designed in the form of traffic signals & kept at strategic points in the dermatologists clinic. For instance, a one-way sign to be kept somewhere near the entry of the doctor's clinic with the copy mentioning about Papulex.

➤ Activities

➤ Digital:

- 1) The mouse pointer will be in the shape of the Papulex cream tube. There will be the face of a model with a lot of acne scars on her face. The tube will be rubbed on the scar area three times. The first time, it will show the clearing action & in the subsequent rubs, it will show the controlling & calming action.
- 2) The acne scars will be shown moving on a road superimposed on a patient's face. There will be a lot of traffic signals like no parking etc on the left of the screen. Using the pointer, the various signs will be dragged & dropped in the path of the acne scars to halt stop them from moving ahead.

➤ Physical

- A rectangular box like a spectacle box will be used by the MR as a detailing aid. On top of the box will be written material about how acne scars affect the patient psychologically & personally. Once the box is opened, it will have a photo of a patient's face with a lot of acne scars. On the bottom of the box will be content which says "along with current conventional treatment, what is required is the doctor's healing touch." After this detailing, the MR will close the box which will have the pack shot of Papulex. The doctor will be asked to place his palm on the pack shot as if providing the 'healing touch'. As soon as the doctor touches it, the box will be opened again from the back side such that the layer of paper beneath the original one will be seen. This will have the image of the earlier patient without scars & the copy 'Your healing touch & Papulex together will improve the outcomes when it comes to acne scar management' two layers of paper one beneath the other such that only the top layer is possible.

➤ LBL's

LBL's to be designed using the concept of traffic signals

➤ VA's

VA's to be designed using the concept of traffic signals

Patients:

- In-clinic posters

Posters to be designed based on the adaptations of the VA's& LBL's.

- Activity of mirror

A mirror will be nailed to a wall. The mirror will be divided into two halves. One half will have some spots strategically placed such that when a patient comes close to the mirror, the reflection in the

mirror will be perceived to have acne spots. The patient will then automatically look into the second mirror which will be bereft of any spots, thus providing the message of before & after use of Papulex.

Chemists:

- Display scheme

The display scheme will be run at the chemists shop where the chemists will be suitably rewarded. There will be one entry per MR to be submitted at the HO level. The HO will then select the winner & suitably reward the chemist. There will be the following display elements for the chemists:

- Counter mats which will be designed with the creative of Papulex to be kept on the counter of the chemist.
- Display racks to display the product.
- 'Available here' danglers
- Leaflet dispensers with leaflets.

THE FINAL VERDICT

The story goes like this.....

Litigation is being filed by Galderma to prove Triluma's superiority based on factual and clinical evidence. After hearing the arguments, the doctor will pass the verdict.

The characters

The doctor is the 'judge' and the Medical Rep is the 'advocate' representing Galderma. A 'witness' can be presented in the form of the product manager.

Sequence

- ✓ In the first visit, the medical rep will be dressed like an advocate with a black coat and a collar tie. He will file an 'affidavit' in the 'court' of the doctor. The case will be titled 'Triluma Vs Others'. The 'advocate' will give a document which will be drafted in the form of an 'affidavit' and a 'vakalatnama' and will detail the campaign to the 'judge'. At the end of the call, he'll gift a gavel to the 'judge' and ask the doctor to give a date for next 'hearing'. This gavel will serve as a desktop and will be inscribed with the name of the Doctor. This will be a teaser to initiate the campaign. At the end of this visit, he will ask the doctor for a next hearing date.
- ✓ In the next 'hearing', the 'advocate' will present the first bit of evidence. This will be in the form of an 'FIR'. The 'FIR' will have details of Galderma being an **innovator** and **pioneer** in the field of dermatology. It'll have some details about Galderma and few details about Triluma. This

document will be handed over to the doctor in the form of a file which is used in courts; files with red laces on top of them to tie the papers.

Again, at the end of the call, the 'advocate' will ask the 'judge' for the next hearing date. The file will be presented to the doctor as a brand reminder.

- ✓ In the next hearing, again the 'advocate' will present a file to the 'judge' with the evidence in the form of the 'forensic' report. This will contain details in the form of the Galenic trials that clearly prove that Triluma is of very high quality in terms of **oxidation** and degradation when compared to the competition. Thus, Triluma has better desired efficacy. To reinforce the point of oxidation, at the beginning of the visit, the medical rep will cut an apple and keep it on the table of the doctor. By the end of his conversation with the doctor, he will point out that there is some discoloration on the open part. The medical rep will go on to explain that when an apple can get oxidized in 10 minutes, there is a lot of oxidation that happens to the creams over a period of time, thus affecting efficacy.

Again, at the end of the call, the 'advocate' will ask the 'judge' for the next hearing date. The file will be presented to the doctor as a brand reminder.

- ✓ In the next hearing, again the 'advocate' will present a file to the 'judge' with the evidence in the form of the 'autopsy' report. This report will contain the details on **micronization** of particles in Triluma as compared to other brands. It will go on to list details about consistency in concentration, uniform dispersion, ease of application & desired efficacy.

Again, at the end of the call, the 'advocate' will ask the 'judge' for the next hearing date. The file will be presented to the doctor as a brand reminder.

- ✓ In the next hearing, the 'advocate' will present a 'witness' to the 'judge' who will provide evidence to the court. This 'witness' will be the product manager who will again go on to detail the points over which Triluma scores over their competitor brands.

Again, at the end of the call, the 'advocate' will ask the 'judge' for the next hearing date, which will be the last and the day of the verdict.

- ✓ At the last 'hearing', the 'judge' will proclaim his 'verdict' by stamping and signing the 'affidavit'. The 'advocate' will give a premium pen to the doctor to write his verdict on the affidavit.

The benefits

The benefits of this campaign will be that the doctor will have a brand recall for Triluma due to the unique campaign. Also, the message that Triluma scores over competition in terms of data and facts will be clearly communicated.

The collaterals:

- An 'affidavit' written on a legal paper.
- A 'vakalatnama' of the 'advocate'
- The 'evidence' presented during each 'hearing'. The 'evidence' will be in the form of photographs and a comparative data sheet of the product. The files will be designed in the form of the ones presented in the court, complete with a red ribbon to tie up the documents etc.
- VA's

- LBL's
- Gifts to the doctor.
 - A Gavel as a table top
 - A pen to write the verdict with.

Reference images:

