

Лекарственные препараты  
и Социальные Медиа:  
лучшие кейсы

**PROMO**  
INTERACTIVE

агентство  
инновационного  
маркетинга

# Люди...



Болеют



Лечатся



Но общаются

# Люди...



Болеют



Лечатся



Но общаются

- Пишут о болезни в своём блоге или на стене во Вконтакте
- Ищут симптомы и методы лечения в Интернете
- Задают вопросы

# Люди...



Болеют



Лечатся



Но общаются

- Рассказывают о том, что помогло
- Делятся негативным опытом
- Объединяются в сообщества и помогают друг другу
- Задают вопросы

# Люди...



Болеют



Лечатся



Но общаются

- Социальные медиа — самые удобные площадки для общения
- Социальные медиа — это блоги / форумы / Социальные Сети

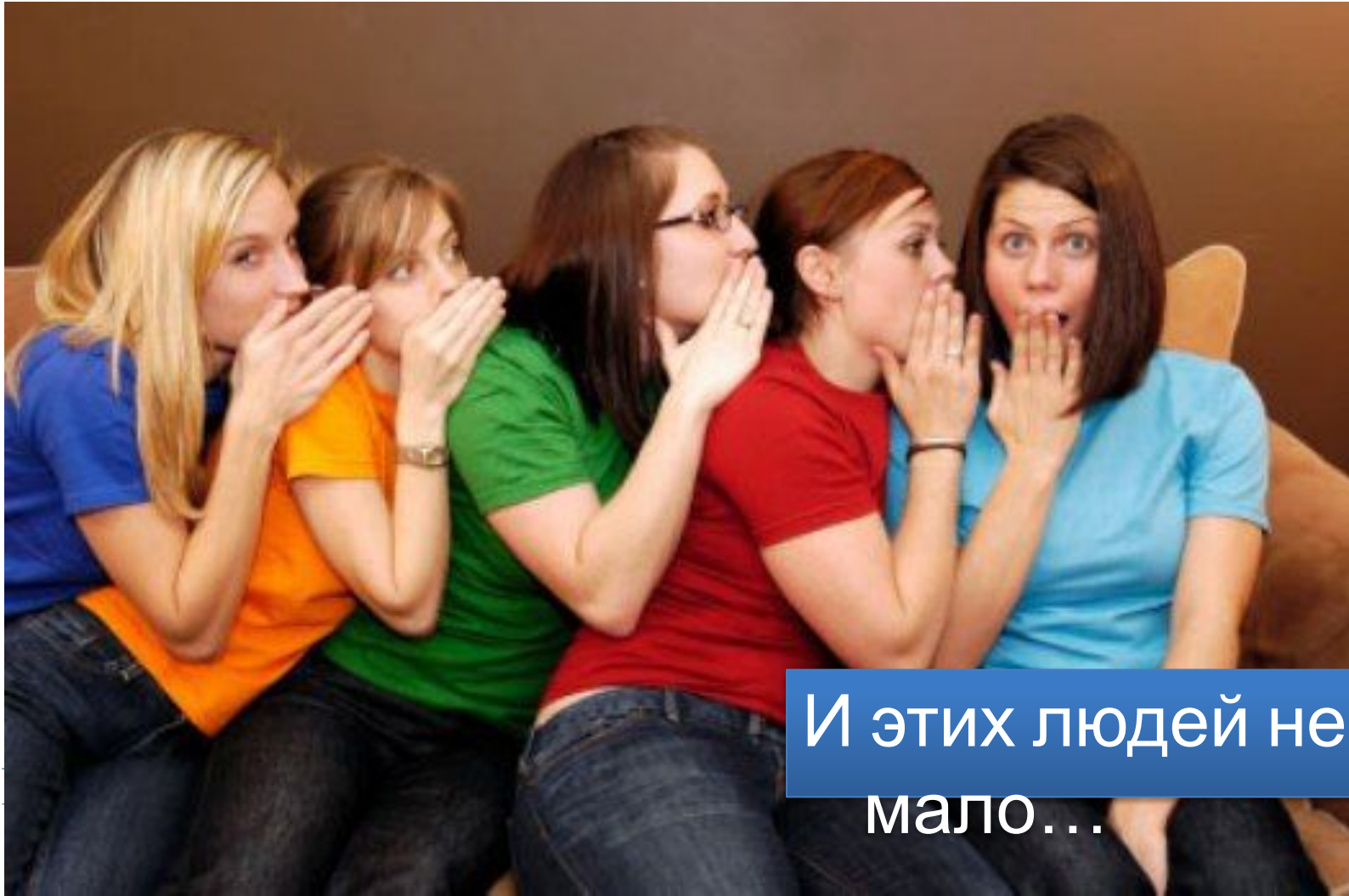
# Вы можете не идти в социальные медиа...



... но рано или поздно  
социальные медиа придут к  
вам!



# Люди УЖЕ обсуждают вашу продукцию



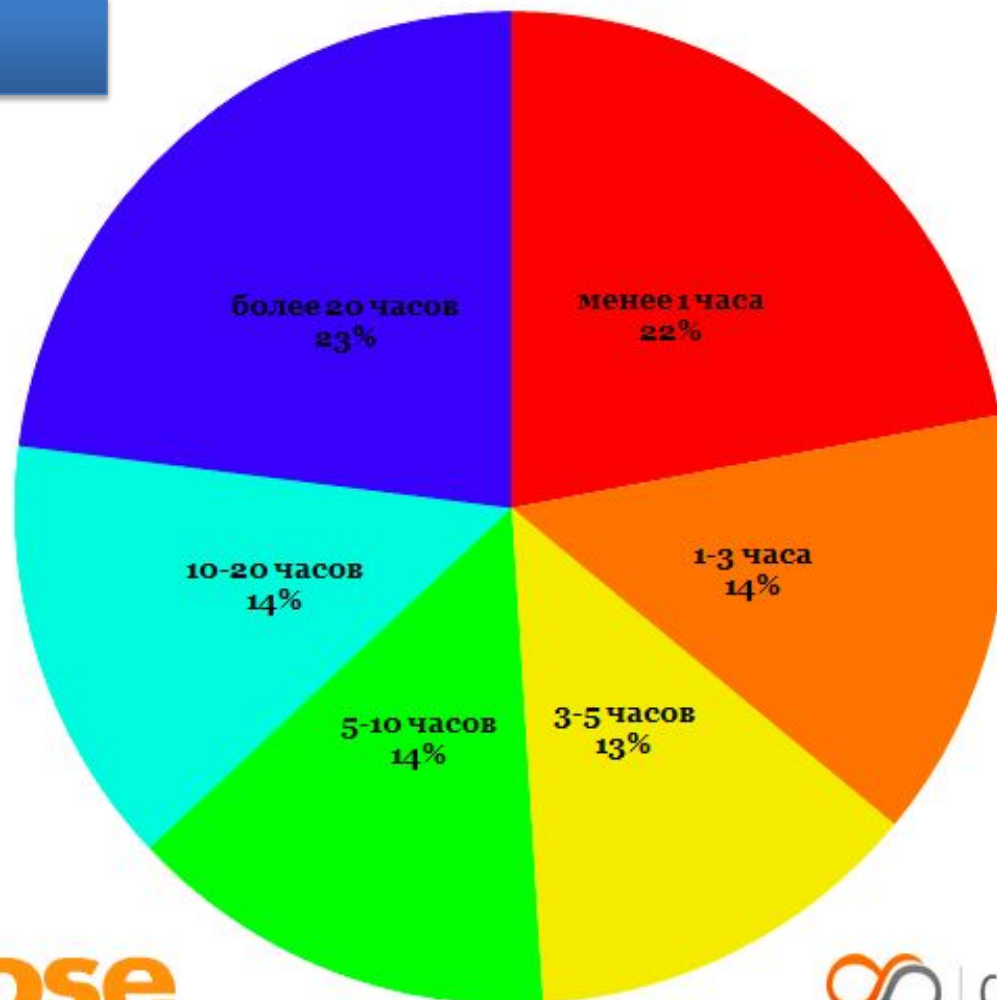
И этих людей не так  
мало...

# Люди и социальные медиа

Сколько времени вы проводите в социальных сетях и СМИ ежемесячно?

43 000 000 пользователей

Рунета



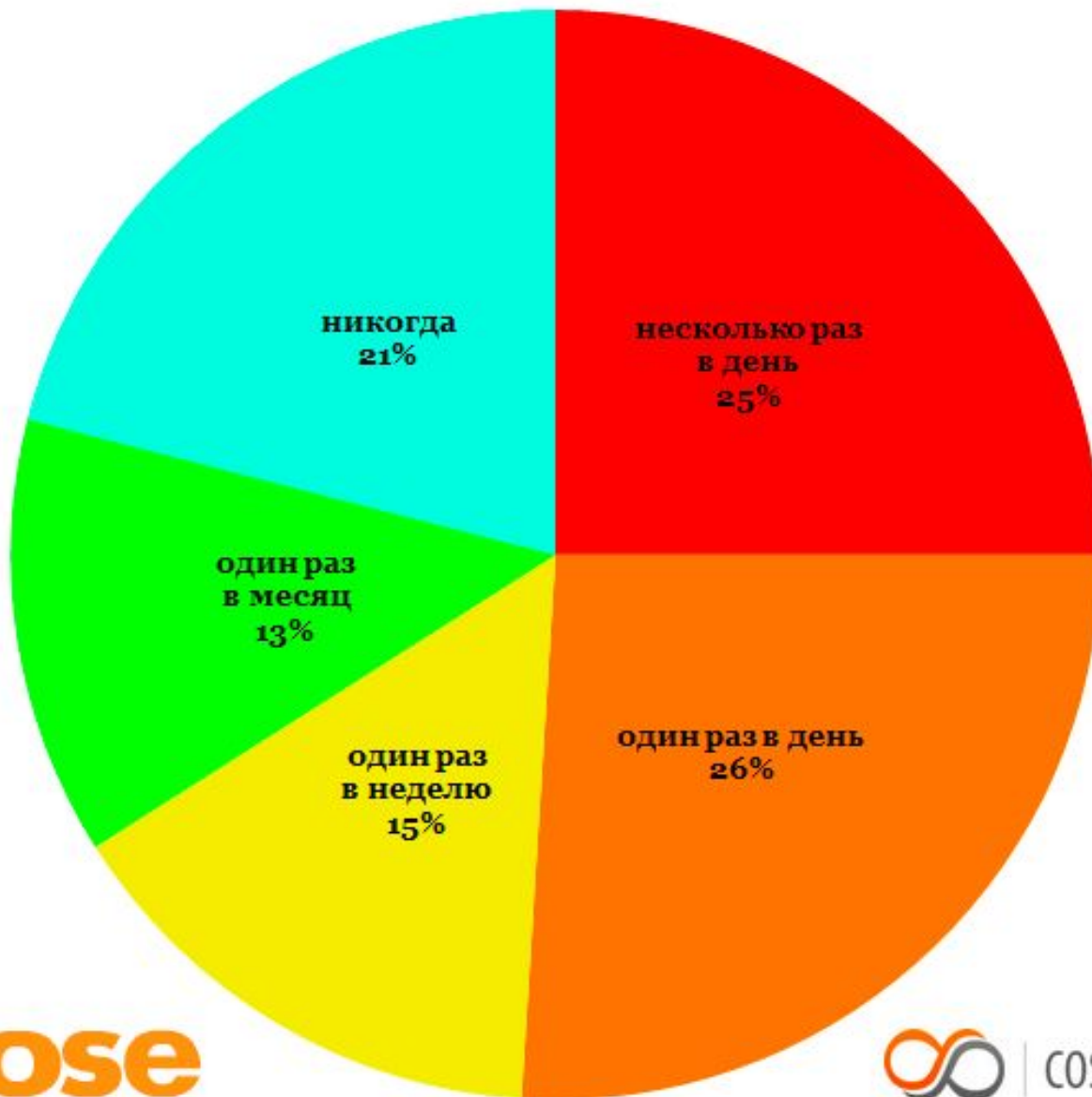


# Цифры



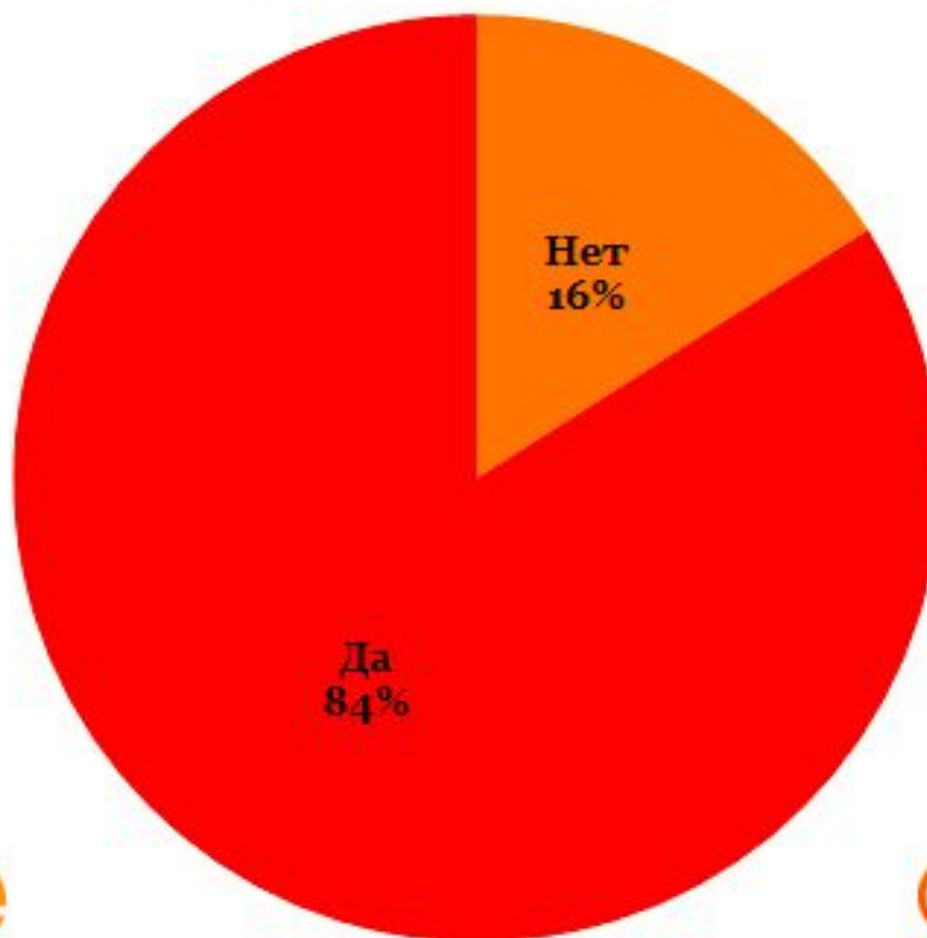
# Блоги

Как часто вы посещаете блоги?



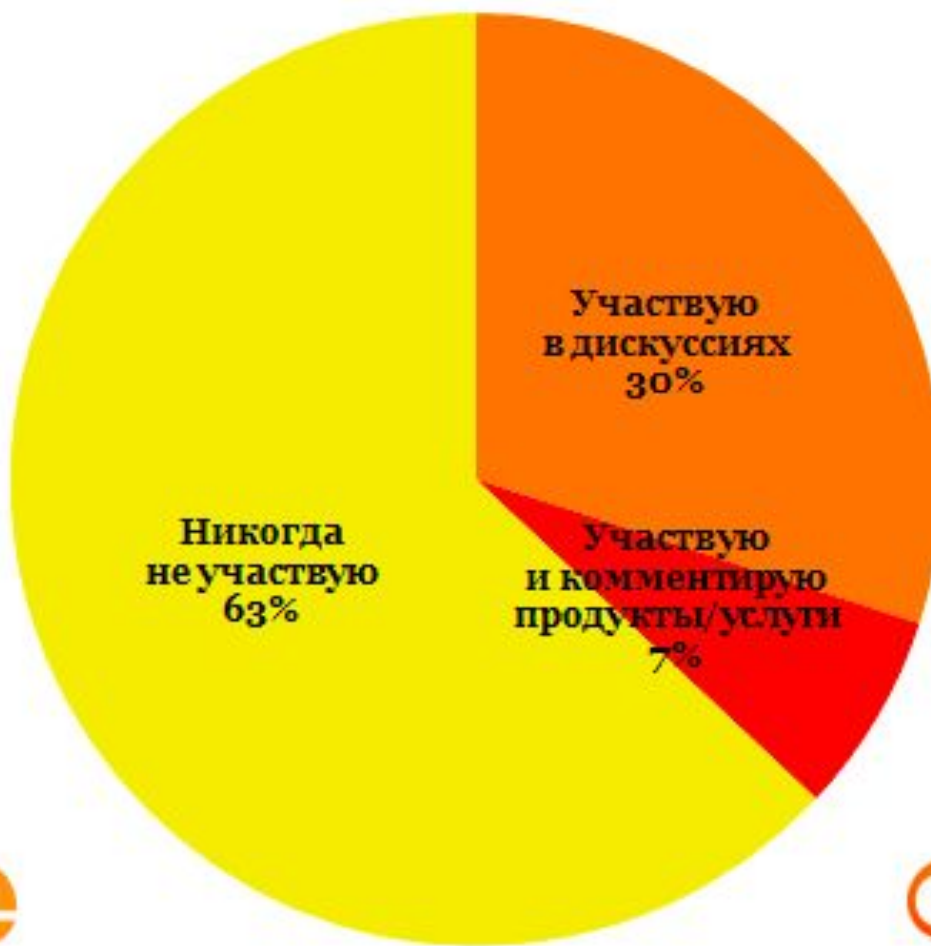
# Социальные медиа и бренды

**Подписаны ли вы на страницы или сообщества брендов в социальных сетях?**



# Люди говорят

Участвуете ли вы в обсуждении продуктов/услуг в социальных сетях?



# И с ЭТИМИ ЛЮДЬМИ МОЖНО работать

## Позитивный опыт

- Надо сделать так, чтобы об этом узнало как можно больше людей
- Люди доверяют другим людям гораздо сильнее, чем рекламе

## Негативный опыт

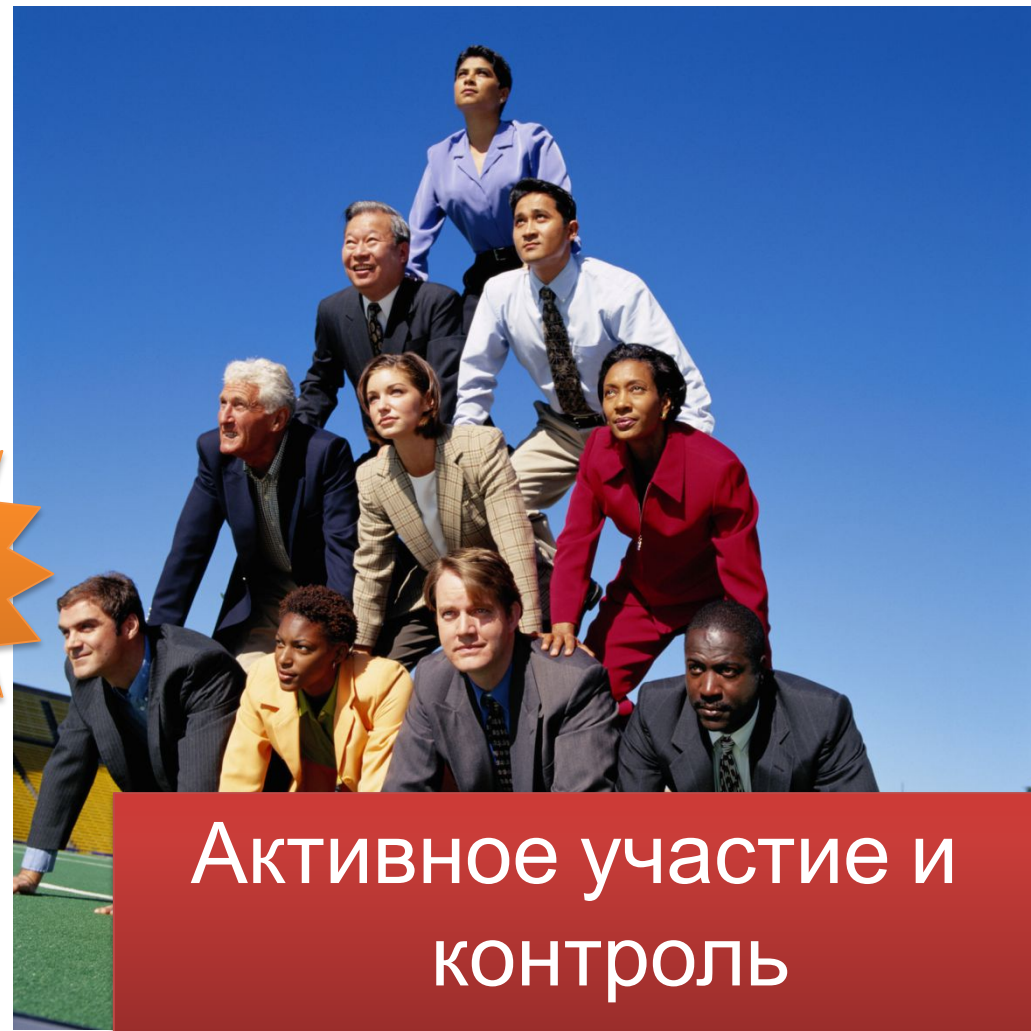
- Понять причину негатива
- Сделать выводы
- Отработать негатив и превратить его в лояльность

# Вы должны выбрать

Пассивное  
наблюдение



ИЛ  
И

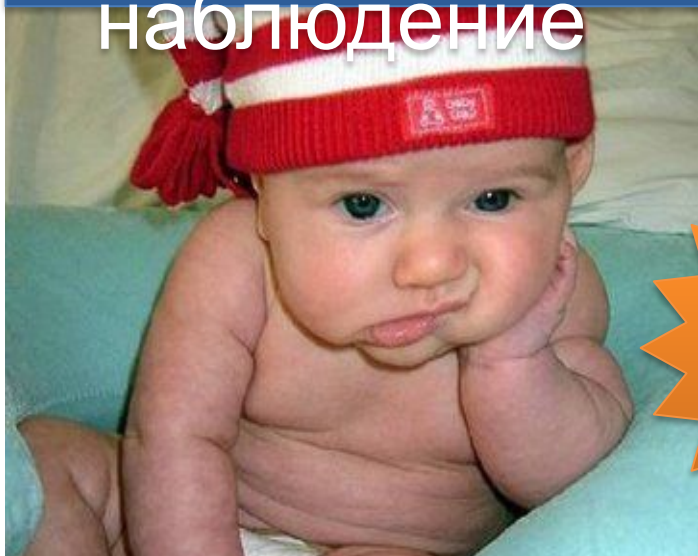


Активное участие и  
контроль



# Вы должны выбрать

Пассивное  
наблюдение

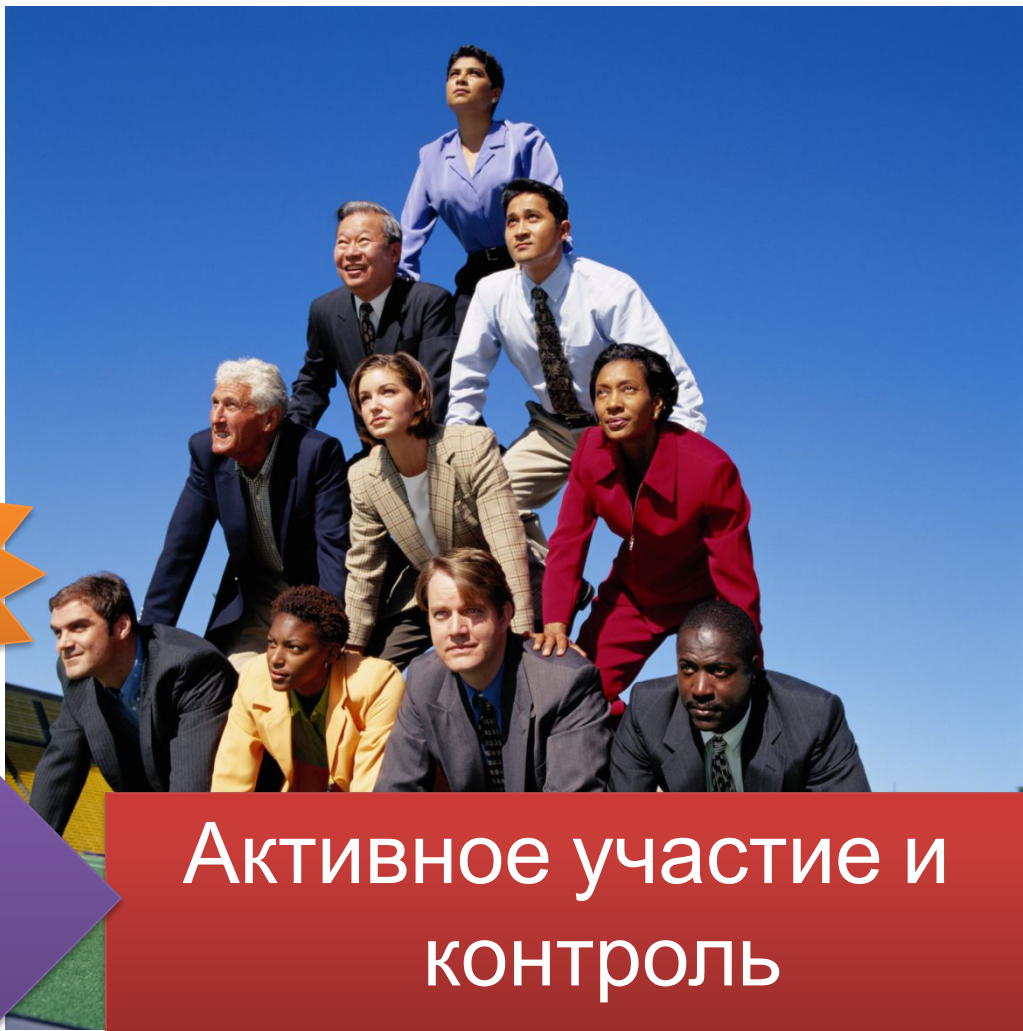


ИЛ  
И

Большинство западных  
компаний уже сделали свой  
выбор

INTERACTIVE

факс: (495) 771-60-10 (11)  
info@promo.ru



Активное участие и  
контроль

# Johnson & Johnson

The screenshot shows the homepage of the 'children with DIABETES' website. At the top left is the 'FAMILY SUPPORT NETWORK' logo with the tagline 'Find a Friend in the Family Support Network'. The main header features a smiley face icon and the text 'children with DIABETES The online community for kids, families and adults with diabetes'. Below the header, there is a navigation bar with links for 'Chat', 'Forums', 'Conferences', 'Ask the Diabetes Team', 'Care Suggestions', 'School', 'News', and 'Diabetes.Juveni'. The main content area includes an advertisement for 'Type 1 Diabetes TrialNet' on the left, a 'Living With Diabetes' article featuring a photo of a young girl and a text snippet about Shannon, and a 'QUILT FOR LIFE' advertisement on the right. A sidebar on the left contains sections for 'Getting Around', 'What's New', and 'People'. At the bottom, there are announcements for 'CWD Focus' events and a 'CWD Family Support Weekend'.

**Advertisement**

**FAMILY SUPPORT NETWORK**  
Find a Friend in the Family Support Network

**children with DIABETES**  
The online community for kids, families and adults with diabetes

September 23, 2009      Volume 15, Number 38      First Published in June 1995

Chat   Forums   Conferences   Ask the Diabetes Team   Care Suggestions   School   News   Diabetes.Juveni

**Advertisement**

**Type 1 Diabetes TrialNet**

**If Type 1 DIABETES IS IN YOUR FAMILY, GET INVOLVED IN RESEARCH AND GET SCREENED.**

**CLICK**

For more info call 1-800-425-8061

Search CWD

**Living With Diabetes**

Hi my name is Shannon and I am almost fourteen, and I will be going into 9th grade in the fall. I live in the USA in Pennsylvania. I really want someone who is around my age to talk to about diabetes. I don't really know anyone who is diabetic around here and sometimes I feel like I have no one who can relate to the challenges of being diabetic.

I was diagnosed at age four in November of 1999 which means I've had it for about ten years. I don't think I was told that I had diabetes right away just that I had to go to the hospital. When I said I was hungry I was horrified at a huge part of me.

Visit Shannon's profile

More children with diabetes

**QUILT FOR LIFE**

**Getting Around**

**What's New**

About CWD  
CWD Pressroom  
Privacy Policy  
Search CWD

**People**

Family Support Network  
Adults with Diabetes  
Care Photos  
Chat Rooms  
CWD Conferences  
Kids with Diabetes  
Parents  
Parent Humor  
Scholarships and Financial Aid  
Grandparents  
Humorous Tidbits  
Wailing Lists  
CWD Forums  
Poetry and Art

**Upcoming CWD Conferences and Events**

**CWD Focus**  
October 2-4, 2009  
La Jolla, CA

**CWD Focus**  
November 20-22, 2009  
Seattle, Washington

**CWD Family Support Weekend**  
December 31, 2009 - January 3, 2010  
Marriott Marco Island Resort  
Marco Island, Florida

**Guardian**

**I use a DexCom SEVEN**

**I use a FreeStyle Navigator**

**I'd like to use one but I can't**

Компания приобрела крупный портал «Дети, больные диабетом»

# Johnson & Johnson



The image shows the header of the 'children with DIABETES' website. On the left is the 'FAMILY SUPPORT NETWORK' logo with the tagline 'Find a friend in the Family Support Network'. The main title is 'children with DIABETES' with a smiley face icon, followed by the subtitle 'The online community for kids, families and adults with diabetes'. Below this, it says 'September 23, 2009' and 'Volume 15, Number 38'. On the right is an advertisement image showing hands clasped together. A blue overlay covers the lower part of the page, containing a list of goals and tasks for the community.

- Цели и задачи сообщества:
  - Рассказать о важности ухода и лечения диабета, особенно в детском возрасте;
  - Поднять вопрос ежедневной заботы о детях, больных диабетом (особенно в школе);
  - Поддержать семьи, члены которых больны диабетом;
  - Промоутировать необходимость разработки лекарственных

# Johnson & Johnson

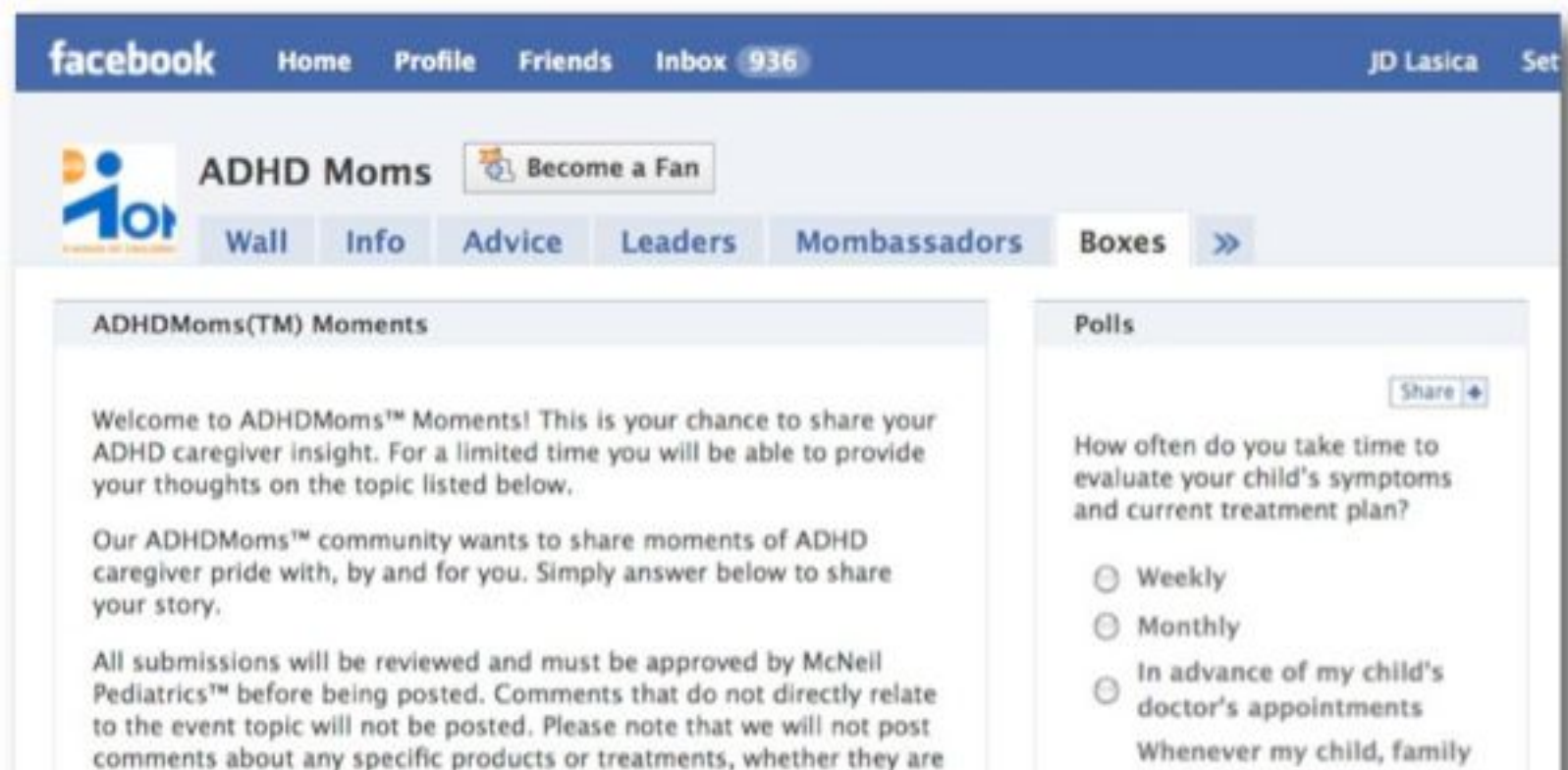


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  - Промоутировать необходимость разработки лекарственных

На сайте  
размещено  
более 100  
видеоклипо  
в




# Johnson & Johnson



The image shows a screenshot of the Facebook page for 'ADHD Moms'. The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox 936), and the user name 'JD Lasica'. The page title is 'ADHD Moms' with a 'Become a Fan' button. Below the title are tabs for 'Wall', 'Info', 'Advice', 'Leaders', 'Mombassadors', and 'Boxes'. The main content area is divided into two sections: 'ADHDMoms(TM) Moments' and 'Polls'. The 'Moments' section contains a welcome message and instructions for sharing caregiver insights. The 'Polls' section features a poll question about evaluating a child's symptoms and treatment plan, with three radio button options: 'Weekly', 'Monthly', and 'In advance of my child's doctor's appointments'. A 'Share' button is visible next to the poll question.

facebook Home Profile Friends Inbox 936 JD Lasica Set

 ADHD Moms [Become a Fan](#)

Wall Info Advice Leaders Mombassadors Boxes >>

**ADHDMoms(TM) Moments**

Welcome to ADHDMoms™ Moments! This is your chance to share your ADHD caregiver insight. For a limited time you will be able to provide your thoughts on the topic listed below.

Our ADHDMoms™ community wants to share moments of ADHD caregiver pride with, by and for you. Simply answer below to share your story.

All submissions will be reviewed and must be approved by McNeil Pediatrics™ before being posted. Comments that do not directly relate to the event topic will not be posted. Please note that we will not post comments about any specific products or treatments, whether they are

**Polls** [Share](#)

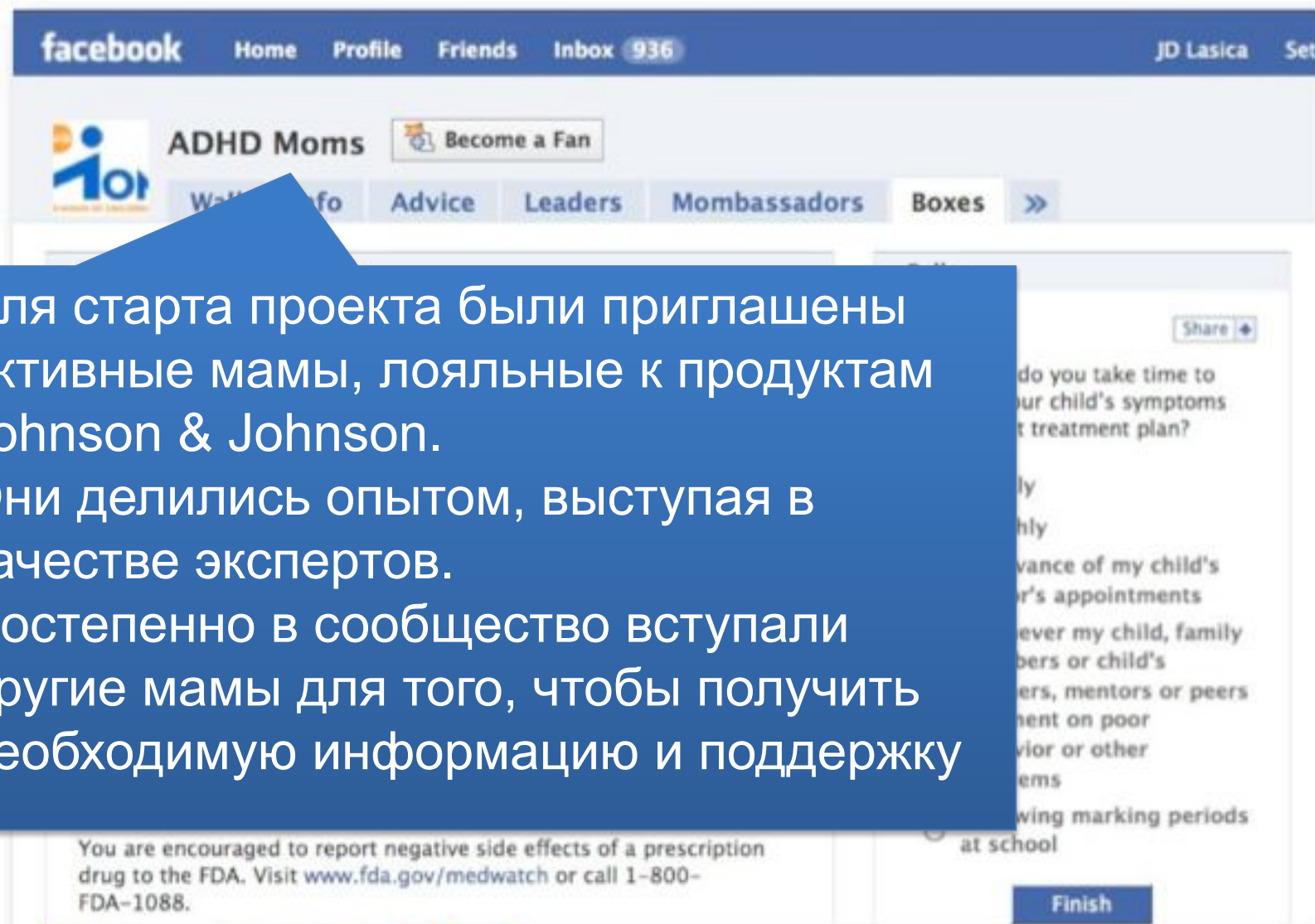
How often do you take time to evaluate your child's symptoms and current treatment plan?

- Weekly
- Monthly
- In advance of my child's doctor's appointments

Whenever my child, family

Сообщество мам, дети которых страдают от синдрома дефицита внимания и гиперактивности (ADHD)

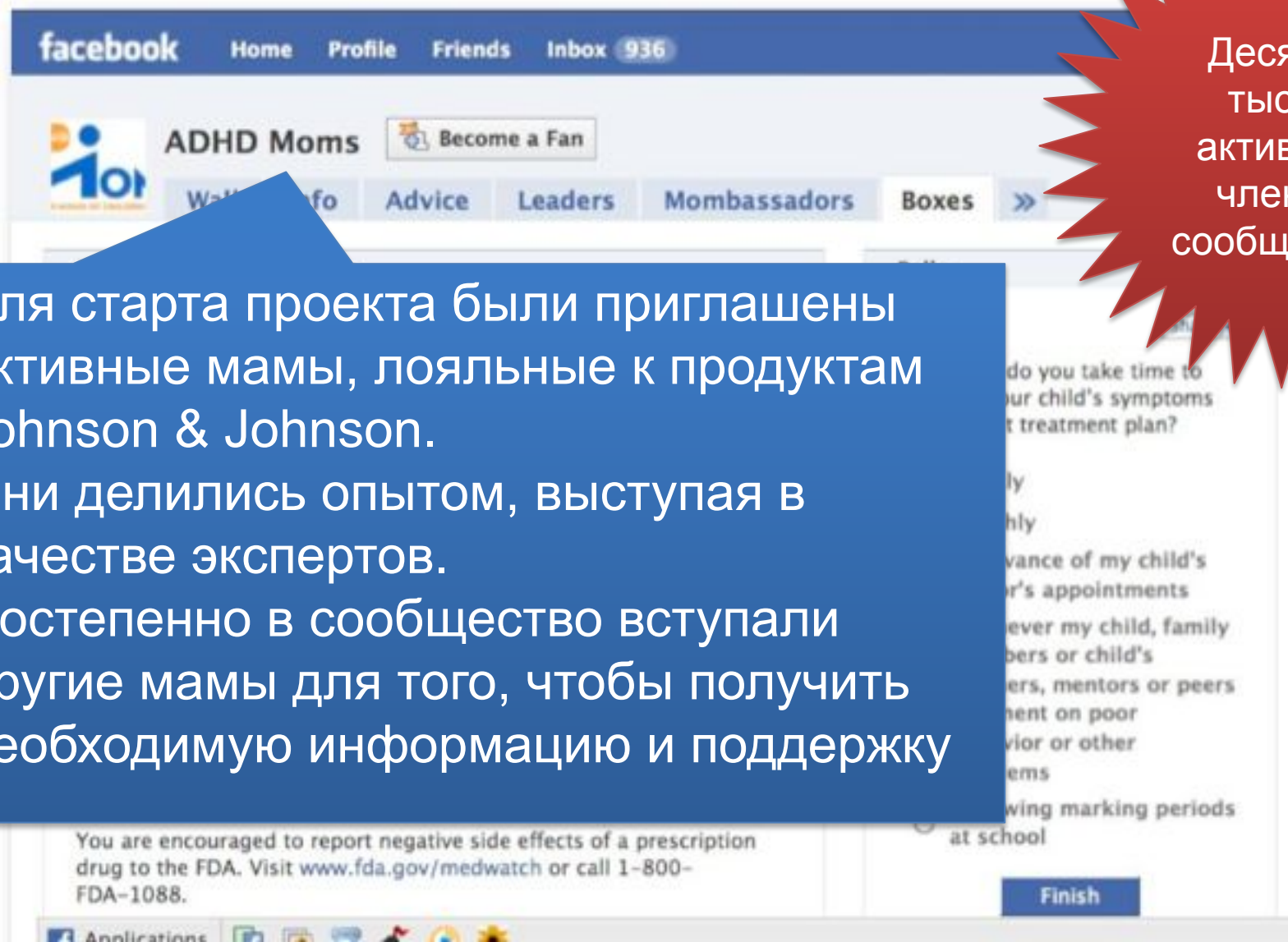
# Johnson & Johnson



- Для старта проекта были приглашены активные мамы, лояльные к продуктам Johnson & Johnson.
- Они делились опытом, выступая в качестве экспертов.
- Постепенно в сообщество вступали другие мамы для того, чтобы получить необходимую информацию и поддержку



# Johnson & Johnson



Десятки  
тысяч  
активных  
членов  
сообщества

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# Glaxo-Smith-Kline

**AMERICAN HEALTH MORE THAN MEDICINE BLOG**

**gsk** GlaxoSmithKline

This is an official GSK blog and is intended for US residents only.

## Climbing the Summit Together

By Marc, GSK Communications on September 18, 2009 12:33 PM | [No Comments](#)

How did we get from having HIV activists chaining themselves to a desk in Burroughs Wellcome offices to having 65 HIV community activists travel from across the US to meet with GSK clinical and commercial leaders in Denver this year? It was not easy.

The cooperative relationship that GSK has developed with the HIV community over the last 20 years parallels the company's successes in helping support the battle against HIV. Successes like providing the first treatment for AIDS, developing an effective therapy to dramatically reduce mother-to-child transmission, and providing the first fixed-dose combination treatment for HIV were all brought to patients by GSK scientists.

We've found that sitting down and engaging in two-way conversations with activists was a critical and productive step in helping us understand the needs of our patients.

This year was the 11<sup>th</sup> HIV Summer Summit hosted by GSK. Sixty-five activists,

**Search**

**Categories**

- [Breaking News \(7\)](#)
- [Chronic Diseases \(51\)](#)
- [Corporate Social Responsibility \(19\)](#)
- [GSK People \(16\)](#)
- [Healthcare Reform \(31\)](#)
- [Innovation \(19\)](#)
- [Safety \(2\)](#)
- [Topics in the News \(66\)](#)

**Recent Comments**

Jwb on [PharmaMom: What's for Dinner](#): Having once been the school cook at my children's school, [read more](#)

Michael M, GSK Communications on [The Power of Personal Interaction](#): <http://online.wsj.com/article/SB10001424052970203863204574>  
Interesting timing on the post, Brian. Yesterday's WSJ had

**Monthly Archives**

- [September 2009 \(13\)](#)
- [August 2009 \(18\)](#)

- Официальный блог «Больше, чем медицина»
- Девиз блога: «Мы особенно НЕ заинтересованы в промоутировании»

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[We recently announced that we're joining with Pfizer to form a new company](#) focused exclusively on HIV and we received a lot of direct, candid feedback from the community regarding what they want to see from a new HIV company.

We've been involved with HIV since the epidemic started. And our commitment to the community has never been stronger.

- Профессиональное издание для медицинских работников и сотрудников фармакологических компаний
- Эксперты обсуждали актуальные вопросы, с которыми постоянно сталкивались работники индустрии
- Каждый посетитель мог предложить свою тему для обсуждения или принять участие в обсуждении

**PROMO**  
INTERACTIVE

Москва, Спасоесковский пер., 7/1  
телефон: (495) 797-57-80  
факс: (495) 771-60-10 (11)  
info@promo.ru

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Daniel on [Dispatches from ASCO, Part 2](#): These are astounding numbers, They do however count in influenza [read more](#)

Daniel on [Dispatches from ASCO, Part 1](#): I hope this yearly meeting will result in constructive results, [read more](#)

Daniel on [Light\(en\) Up?](#): I have been smoking, quit smoking, started again, well you [read more](#)

**Monthly Archives**

- Кроме того:
  - Собственный канал на YouTube
  - Ретрансляция в Facebook и Twitter



# Bayer

MS-GATEWAY  
International Site

→ International Site

Welcome to MS-GATEWAY

Welcome to our Multiple Sclerosis Communities worldwide - the MS-Gateway Community-network!

MS-Gateway is an international community and information website about Multiple Sclerosis, which offers thousands of MS patients an informative, web-based tool for up to date information and resources to manage the disease.

The international website is intended to provide information to an international audience. If you are from the USA, UK or another country listed below, please visit your country website.

→ Europe

- [Austria](#)
- [Belgium](#)
- [Cyprus](#)
- [Czech Republic](#)
- [Denmark](#)
- [Finland](#)
- [France](#)
- [-](#)

→ South America

→ North America

→ Asia

Сообщество людей, больных  
рассеянным склерозом

# Bayer

**MS-GATEWAY**  
International Site

**Bayer HealthCare**

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- **South America**
  - [Argentina](#)
  - [Belize](#)
  - [Bolivia](#)
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  - [Costa Rica](#)
- **North America**
  - [Canada](#)
  - [USA](#)
- **Africa**
  - [Egypt](#)
  - [South Africa](#)

- Десятки тысяч участников
- Сотни тысяч статей

- Совместный проект Bayer HealthCare и Microsoft

- Значительный рост продаж препарата «Бетаферон» после запуска проекта



# Sanofi-Aventis

The screenshot shows the Sanofi-Aventis video news website. At the top left is the logo "sanofi-aventis.TU" with the tagline "The sanofi-aventis video news website". In the top right corner, there are language options for "Français" and "English". Below the logo, there are two buttons: "www.sanofi-aventis.com" and "vaccines www.sanofipasteur.com". A navigation bar contains links for "Home", "The channels", "What's new?", "The library", "Our websites", "Contact us", and "Newsletter", along with a search box labeled "Search the site".

The main content area features a video player on the left showing a woman speaking, with the subtitle "it is mainly because our competences and our duty". To the right of the video player is a section titled "The 6 channels" with three highlighted items: "1 Spotlight on" (with an eye icon), "2 our expertise", and "3 Around the world" (with a world map icon). Below this are several video thumbnails.

At the bottom, there are three main sections: "Fight against counterfeiting" with a note and voting options, "Newsletter" with a subscription button, and "What's new?" with an RSS feed icon and a date "11-29-2010".

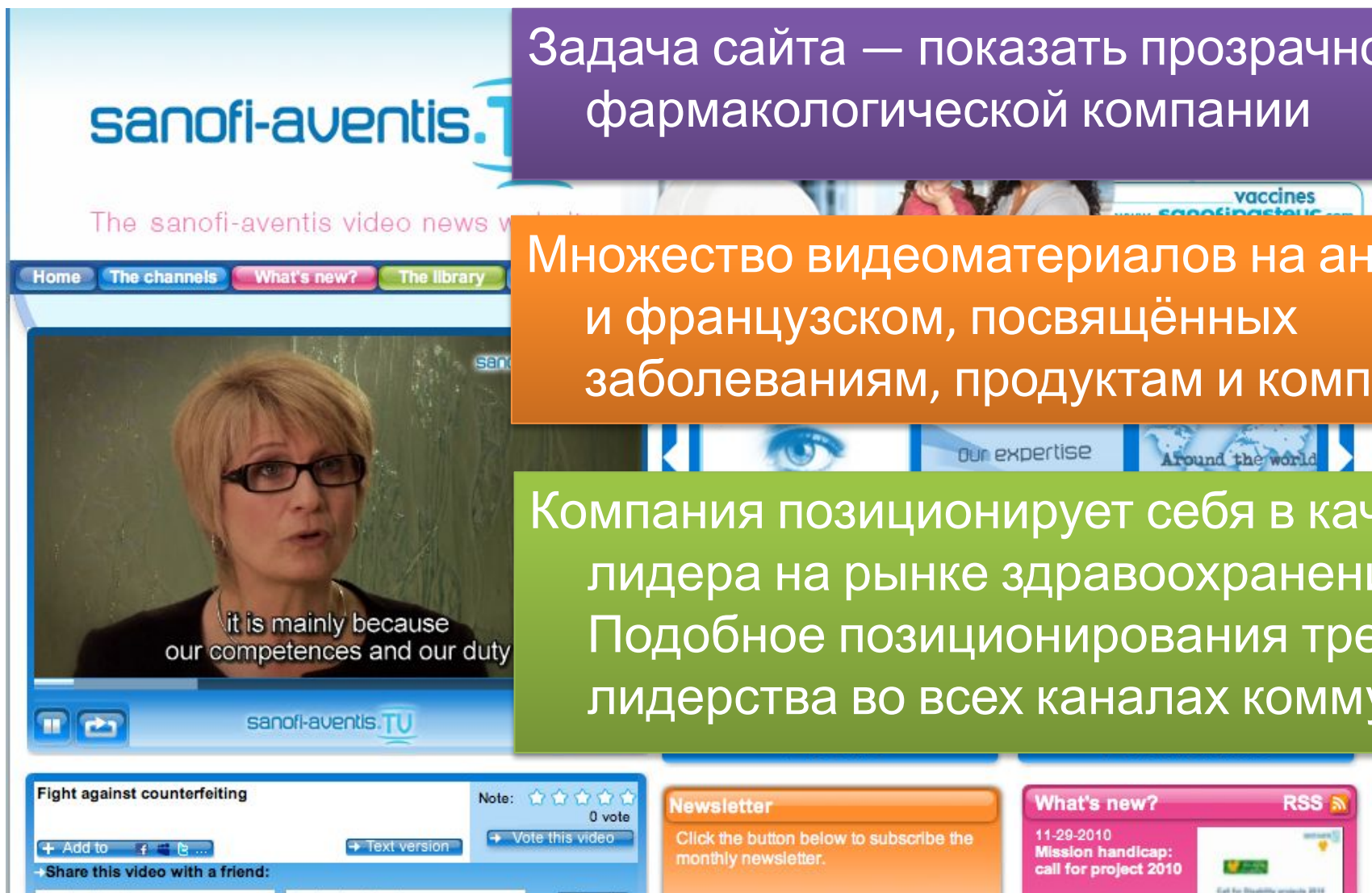
Собственный телеканал в  
Интернете

# Sanofi-Aventis

Задача сайта — показать прозрачность фармакологической компании

Множество видеоматериалов на английском и французском, посвящённых заболеваниям, продуктам и компании

Компания позиционирует себя в качестве лидера на рынке здравоохранения. Подобное позиционирование требует лидерства во всех каналах коммуникации



# Klosterfrau Healthcare Group



- Промо-игра «Доктор Нео» - приятное дополнение к прописанному врачом лечению. Если препараты «Нео-ангин» борются с недугом на физическом уровне, то онлайн-игра помогает справиться с болезнью ментально. Больному необходимо зайти на сайт <http://www.neo-angin.ru>, кликнуть на баннер игры и попытаться уничтожить максимальное количество вирусов и бактерий.



# Klosterfrau Healthcare Group



Игра, разработанная в агентстве Promo Interactive, выполнена в корпоративных цветах препаратов «Нео-ангин» и получилась очень яркой и позитивной. В компании Klosterfrau Healthcare Group уверены, что игра будет интересна потребителям и поможет поднять настроение, убив не только вирусы, но и рабочее время.

А что в Социальных Медиа  
говорят про ваш продукт или  
услугу?



**СПАСИБО ЗА  
ВНИМАНИЕ!**

PROMO  
INTERACTIVE

