

# It Only Takes One Bite

Category: Consumer Public Relations – Healthcare PR  
Company: GlaxoSmithKline  
PR Agency: Fleishman-Hillard

**FLEISHMAN**  
INTERNATIONAL COMMUNICATIONS  
**HILLARD**



## Why it is worthy of an award?

It Only Takes One Bite delivered spectacular media coverage, ideal KOL partnerships and tactics that were easily adapted for niche audiences. The launch was the most successful in Europe with product sales exceeding the annual target in five short months and more people taking Malarone per capita than any other EU country.



## The Brief

GlaxoSmithKline (GSK) Ireland, received license approval for a new malaria prophylaxis, Malarone in 2006. Fleishman-Hillard Dublin was tasked with creating a strategic and creative launch for the vaccine and a public education campaign to raise awareness of malaria in the Irish market place.

## Challenge

- Prior to the campaign, research showed that 75% of travellers leaving Ireland to countries with a known malaria risk had not packed malaria tablets.
- In addition, there was a 60% increase in Irish malaria cases recorded in 2005 compared with 2004.
- It was vital to make people aware that there was a new anti-malarial treatment (Malarone) available which has an excellent side effect profile and a much shorter course of treatment (requiring to be taken just two days before departure and for seven days on return, unlike other treatments needing to be taken for 28 days on return).
- It was also important that the campaign communicate that malaria protection was just as necessary for those travelling to malaria-risk areas for short stays as well as long stays, for those staying in five-star hotels as in backpacker hostels, and for those staying in cities as those visiting rural areas, jungles or beaches.

## Research/Planning

Prior to launch, we undertook some research at Dublin Airport which provided information on the usage of travel vaccines. It showed that terrorism was more of a concern than malaria and it detected a whole range of misconceptions around malaria health risks.

## Objectives

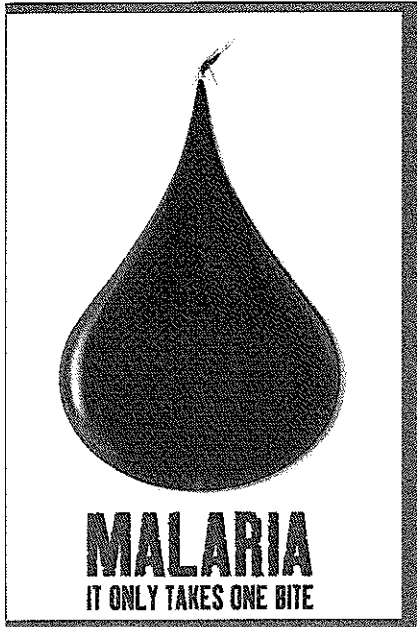
The objectives of the campaign were to successfully launch Malarone; to raise awareness of the importance of malaria medication when traveling to at risk destinations even if only traveling for a short stay; and to encourage all people traveling to at risk destinations to seek travel health advice.

## Strategic Approach

The campaign was executed in two phases. The first phase targeting holidaymakers, in June 2006 focused on the increase in the number of malaria cases and the launch of Malarone. Phase two in October 2006 focused on the research conducted online among travelers to malaria areas. This phase focused on honeymooners, migrants and business travelers. A key strategic element of both phases was the recruitment of a campaign ambassador, key opinion leaders and case studies in driving media interest.

"We had the most successful launch in Europe with more people taking Malarone per capita than any other EU country"

**Dee MacHale**  
Brand Manager,  
GlaxoSmithKline



## Execution

### *Launch Photocall*

The campaign was launched with Irish TV personality Kathryn Thomas and medical spokesperson Dr Graham Fry at the cascading waterfall in Dublin's Iveagh Gardens - specifically chosen for its exotic and tropical backdrop. A 6-foot life-like mosquito was suspended from mid-air with Kathryn Thomas wielding a giant net to catch the creature. The photograph was subsequently featured on the front page of leading Irish daily *The Irish Times* Health Supplement. Ms Thomas, presenter of TV travel show *No Frontiers*, provided an excellent fit with the campaign and proved an enthusiastic advocate having seen the effects of malaria first hand. Dr Graham Fry, Medical Director of the Tropical Medical Bureau Ireland, brought significant credibility to the campaign as medical spokesperson, especially among the media.

### *Case Study*

Colin Irvine, a 25-year-old Irishman was interviewed about his own experience of malaria which he contracted in Ecuador.

### *Media Relations*

An intensive media campaign was undertaken and press releases were specially tailored to focus on aspects of the campaign relevant to the particular media market. Releases were issued to national press, TV and radio, medical media, regional media, online media, travel media, immigrant media, business media, student media and bridal media.

### *Campaign Materials*

Campaign materials were developed, including an It Only Takes One Bite poster, leaflet and website ([www.malariahotspots.ie](http://www.malariahotspots.ie)).

### *Campaign Partners*

The Irish Travel Agents' Association (ITAA) was approached by FH and agreed to give full backing to the campaign, giving it added depth and reach. It included details in its members' e-newsletter and provided its membership listing. Almost 200 travel agents countrywide were sent information and leaflets about the campaign and 30 agencies specialising in long-haul travel agreed to display posters and include leaflets in their travel wallets free of charge.

**Budget** €32,000 to €64,000

## RESULTS

The campaign was exceptionally successful. Results highlights include:

- Five months post launch Malarone achieved its annual sales target with more people taking Malarone per capita than any other EU country.
- Eight months post launch it has 71% revenue market share of the PD 1 antimalarial market in Ireland.
- The relationship established with the ITAA proved a vital springboard in enabling the involvement of a large number of travel agents around the country.
- The over 80 pieces of media coverage had an audience reach of 9,673,290 adults in a country of 2 million adults. Media highlights include front-page daily newspaper coverage and prime time national TV and radio exposure. Use of a leading TV personality as campaign ambassador and a highly-regarded independent travel medicine expert as medical spokesperson both yielded significant media opportunities.
- Finally, according to GSK the launch was their most successful launch in Europe.