#LAUGH4LUNGS

Using the power of laughter to make a difference in COPD

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Annual Conference
Can pharma succeed in social media?
Critical ingredients of social sucess

**SIMPLE**
Low-barriers to entry are key, an individual needs a trip to a shop at the very least, a phone with a camera, access to internet and some friends to utilise the power of multiplication. Oh and make it FUN!

**INCLUSIVE**
Anybody should be able to get involved, regardless of age or location. Sufferers of the chosen cause should be included in some way - not necessarily doing the challenge but at least some part of the campaign.

**SELFLESS**
Selfless ideas evoke empathy, and empathy creates a direct physiological urge to act. Watch someone perform a selfless act, and you are stirred to action. Creating the audience effect, a significant increase in the willingness to donate caused by the presence of observers - social

**EMOTIVE**
The campaign should move the individual in a plethora of ways. Either by simply viewing a video or the creator - it should make them feel good - generating a sense of unity.
We told a simple, emotive story

- Laughter is good for lung functioning
- Laughter increases endorphins which increases our happiness
- There is a correlation between our happiness and our physical health
- People with COPD sometimes avoid laughter due to fear of SOB

We made it easy and compelling to join in

- Laughter transcends language and the videos take only second to create or watch, so the barriers to entry are low
- You can engage on any channel with the #tag
- The pay-off was instant with both social payoff through likes and laughs and feel-good factor of donating to charity
We partnered with charities across Europe to bring meaning and reward

Donations reached €10,000!

We gave influencers the loudest voice

We didn’t OWN the conversation, we shared it
We mobilised our greatest asset – Teva employees!

Posters, emails and PR!
And then we hit the headlines

Thousands of patients and caregivers joined the conversation
And we took good care to monitor the campaign both for insights and AEs.

Early and continuous collaboration with legal and medical teams

Monitored for AE and contentious content

Gained enormous insights through social listening

PARTNERED WITH CHARITIES

CO-CREATED PUBLIC WEBSITE

APPROVED APPROPRIATE TEASER CONTENT AHEAD OF WORLD COPD DAY

MOBILISED TEVA

ONGOING PROMOTION TO OWNED CHANNELS

ONGOING PARTNERSHIP WITH CHARITIES

IMPROVED CREDIBILITY WITH HCPS
We learned a lot!

- Engage with your internal teams – be inclusive; you couldn’t have done it without medical, legal and corporate comms coming with you!
- Social media is a creative, free space, so you have to let your advocates communicate in their own voice
- Social influencers are like celebrities... and just as tricky to manage – give yourself plenty of time to negotiate!
- If you want to succeed in social you must be social: listen more than you talk, and create an inclusive, fun and SOCIAL campaign
- Understand what motivates your audience in social and do that – learn lessons from the best... campaigns must be easy, fun, and provide a social pay-off for engagement

“The thing is, if you care about having an impact on the world, the too-early mode is the highest leverage point”

Jonah Peretti
American Internet entrepreneur, a founder of BuzzFeed and The Huffington Post, and developer of reblogging under the project “Reblog”