

Leading Psoriasis Medication Connected with Fans Through Cultural Moments & Voices

GOAL

A leading psoriasis medication brand wanted to tap into high-interest cultural moments to build brand relevance and connect with audiences on a deeper level

SOLUTION

Developed a **360 activation** around the annual iHeartRadio Music Awards to elevate the brand's commitment to helping consumers and fans live in the moment:

- Impactful media placements before, during, and after Awards
- Sponsorship of the socially-driven **Best Fan Army Award**
 - Secured an **exclusive partnership with Lance Bass** who presented the award and has continued amplifying the partnership via social & podcast post-event

RESULTS

- **Nearly 9 in 10 Psoriasis Sufferers/Caregivers took action:**
 - **34%** asked their HCP about brand
 - **29%** visited brand website
 - **18%** received a prescription for brand
- **1.5MM+** viewed the Pre-show Livestream

