

TASK DEFINITION

Enter the Gate to ONE to become the most successful pharma company in the NOAC market.

Our goal: communicate this key message to the 1.000 participants of the event for our client Daiichi Sankyo Europe.

But what is necessary to pass the gate? First passing the gate means to raise the bar for the whole organization. To aim for higher targets, it is not enough to do the same things better – you need to re-think your whole way of working. You need to implement a new mindset.

The Gate to ONE event was exactly about that – to establish a new mindset and to foster a single-minded proposition (SMP) for the product within the organization. All ended in a vision – the ability to do something useful by touching the lives of ONE million patients by improving stroke prevention.

OUR CONCEPT BASED ON THREE ELEMENTS:

- a pre-event communication to communicate the event and the idea behind the Gate to ONE and to inform about how a single-minded proposition helps to push brands to reach a new level.
- a gamification approach to establish understanding for the relevant target group that comes along with the SMP
- the event itself that bundled pre-communication and gamification in an emotional opener as a stager for the company's CEO and the speakers and workshops to follow

For the pre-communication we implemented the “Weekly doses of ONE” – a 6 weeks newsletter campaign that featured a teaser video, logistics and of course information about the need of a brand to clearly communicate a SMP to own a relevant market share and the potential of the revised target group.

The announcement of the gamification was also part of the Weekly Doses. We implemented a quiz app to be played by the invitees against each other. The mobile game was filled with fun questions as of course questions that were related to the event topics. More than 30.000 games were played within 3 weeks by the 1.000 participants.

The 3-day event took place at the Kuppel and 7 other venues in Hamburg. The event started with a stunning dance performance of four hip-hop groups competing against each other. They represented the current key messages that had been used to promote the product. The battle ended in a mashup – too many messages leading to confusion – followed by a blackout. A mapping on a giant ONE followed, harmonizing the messages into ONE message – symbolizing the big advantage of the new SMP for the promotion of the product.

After the opener, the speakers created a storyline from an overall perspective (what is the company's target) to a personalized perspective. How does our product affect the lives of patients and even more personalized – the life of the attendees and their relatives – thus sharpening the reason why.

But how to implement the WHY within the organization? This was done via 7 separate country workshops on the 2nd day in 7 venues spread all over Hamburg. The staging of the country meetings based on local regulatory aspects. Each storyline was developed individually to touch the personal perspective of each participant.

All strings were united in a closing session on day 3 where the country's presented their approach and shared their best-practice. A final commitment initiated the post-event communication – a companywide initiative to share the country's progress and learn from each other on the way to pass the Gate to ONE.

