

# CIMZIA® CASE STUDY



UCB was selected as a bronze recipient of the DTC national advertising awards in the best new drug launch category for the CIMZIA® campaign.

**CLIENT:** Targetbase for UCB Pharmaceuticals

**INDUSTRY:** Pharmaceutical

**PROJECT:** CIMZIA® Patient Education Kit

**SG SERVICES:** Sales Aid

## BACKGROUND

CIMZIA, by UCB Biopharma, is a biologic Rheumatoid Arthritis (RA) medication for adults with moderately to severely active RA. RA causes joint pain and stiffness but can also cause damage to joints the longer that RA stays active. The brand's agency, Targetbase, approached us after receiving negative feedback regarding CIMZIA's collateral materials.

## PROJECT GOALS

- > To make Patient Education/Patient Starter materials more user-friendly
- > Present patient collateral materials in a more organized manner
- > Make the materials strong and durable

## CHALLENGES

UCB was seeing a decline in the use of CIMZIA's patient starter kits because they were not user-friendly for those suffering with RA who have limited joint flexibility. Feedback was also that they were poorly organized and overloaded with too many materials.

## OUR APPROACH

We designed a well-box that included a three-spot velcro closure for ease-of-opening, an easy-to-grip ribbon puller on the inner panel and ribbon pullers under all materials to make removing them fast and simple.

## SUCCESS

UCB was selected as a Bronze recipient of the DTC National Advertising Awards in the Best New Drug Launch category for the CIMZIA campaign. The kit has been reordered 4 times.