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UNHIDE PSORIASIS

Brief

India is home to millions of psoriasis patients yet there is significantly low awareness about the disease. Key stakeholders like patients, caregivers, policy makers and general public don't recognize psoriasis as a non-contagious/ non-communicable disease. Existing patients with psoriasis experience social discrimination which impacts their mental health & personal lives. With limited understanding and conversations, it was imperative to leverage credible advocates like KMEs and the media to generate awareness

Key Patient Behaviour Insights: They stay hidden from social contact | They shy away from seeking treatment | The stigma, humiliation and discrimination is a huge barrier

We wanted to:

- Inspire conversations
- Educate people
- Fight the stigma
- Motivate patients to consult a dermatologist



UNHIDE PSORIASIS

Objective

To educate the masses about the condition and drive patients to the dermatologist, powered with the knowledge that newer biologics can offer clear skin



Digital campaign

Launched a digital campaign – UNHIDE PSORIASIS, to activate patients

Created a film highlighting how it is now possible for patients to aspire for a clear skin, a better life with the power of biologics. The film also cued them to consult their dermatologist and seek treatment.

01



Patient stories

Showcased patient stories and highlight their lives. These patients spoke about how the stigma of the condition affected them and how they managed to overcome it

02



Social outreach

Drove social media content to build awareness and reduce stigma around the subject of Psoriasis

Consistently drove content around Awareness, Stigma, Treatment, Disease management, Caregivers, etc.

03



Web asset

Built a dedicated web asset for India audiences focused on building understanding of the condition and inspiring hope that a normal life and clear skin is possible with the help of the right treatment

04

Outcome

Facebook

Generated over 8,87,742 engaged users on Facebook and 1,002,224 video views over 18 months



Impressions

Generated 24+ million impressions across social channels and the website

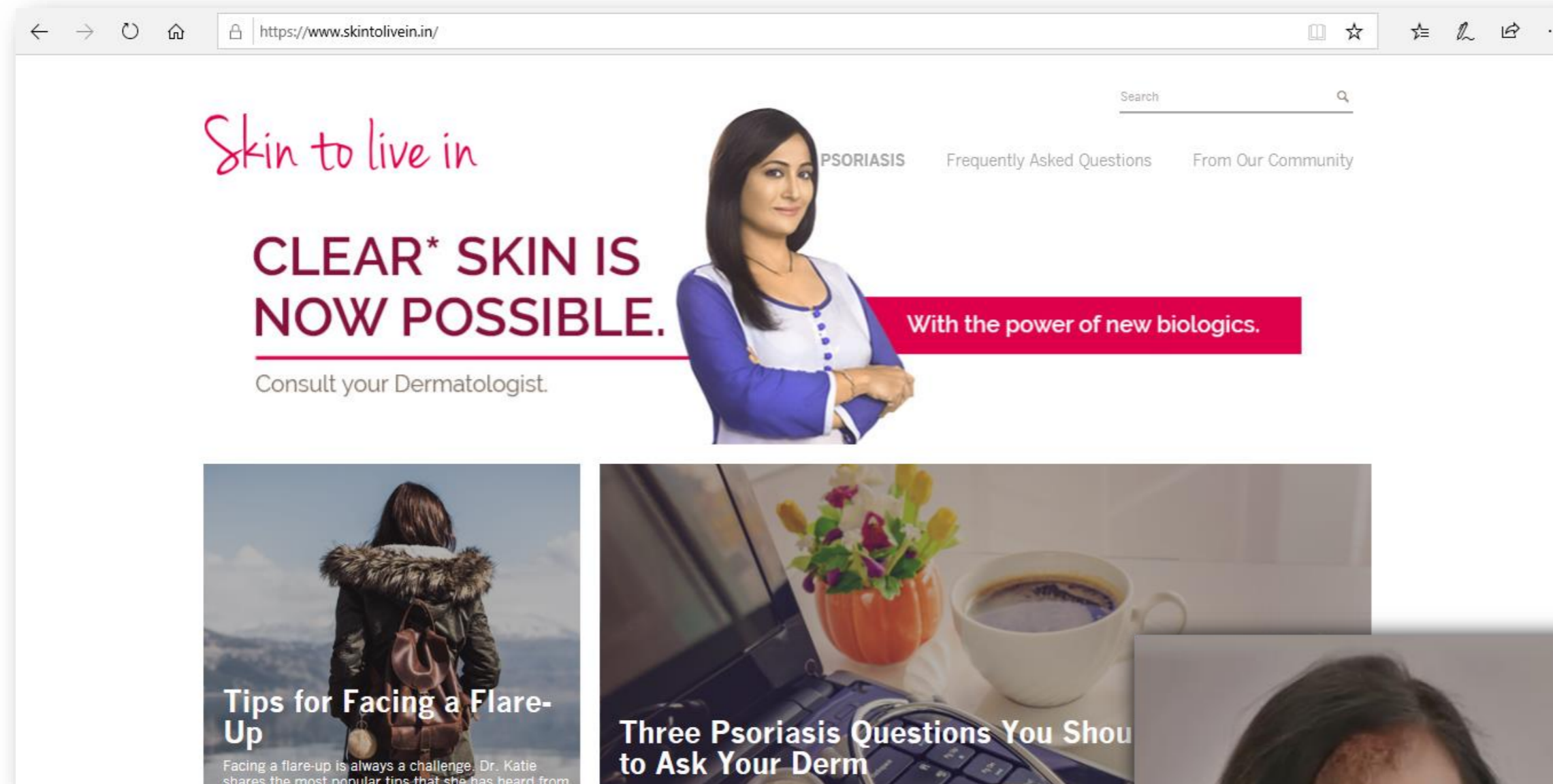
YouTube + Website

Over 164,892 pageviews on the campaign website and 1.6 million + views on the YouTube channel



Doctor engagement

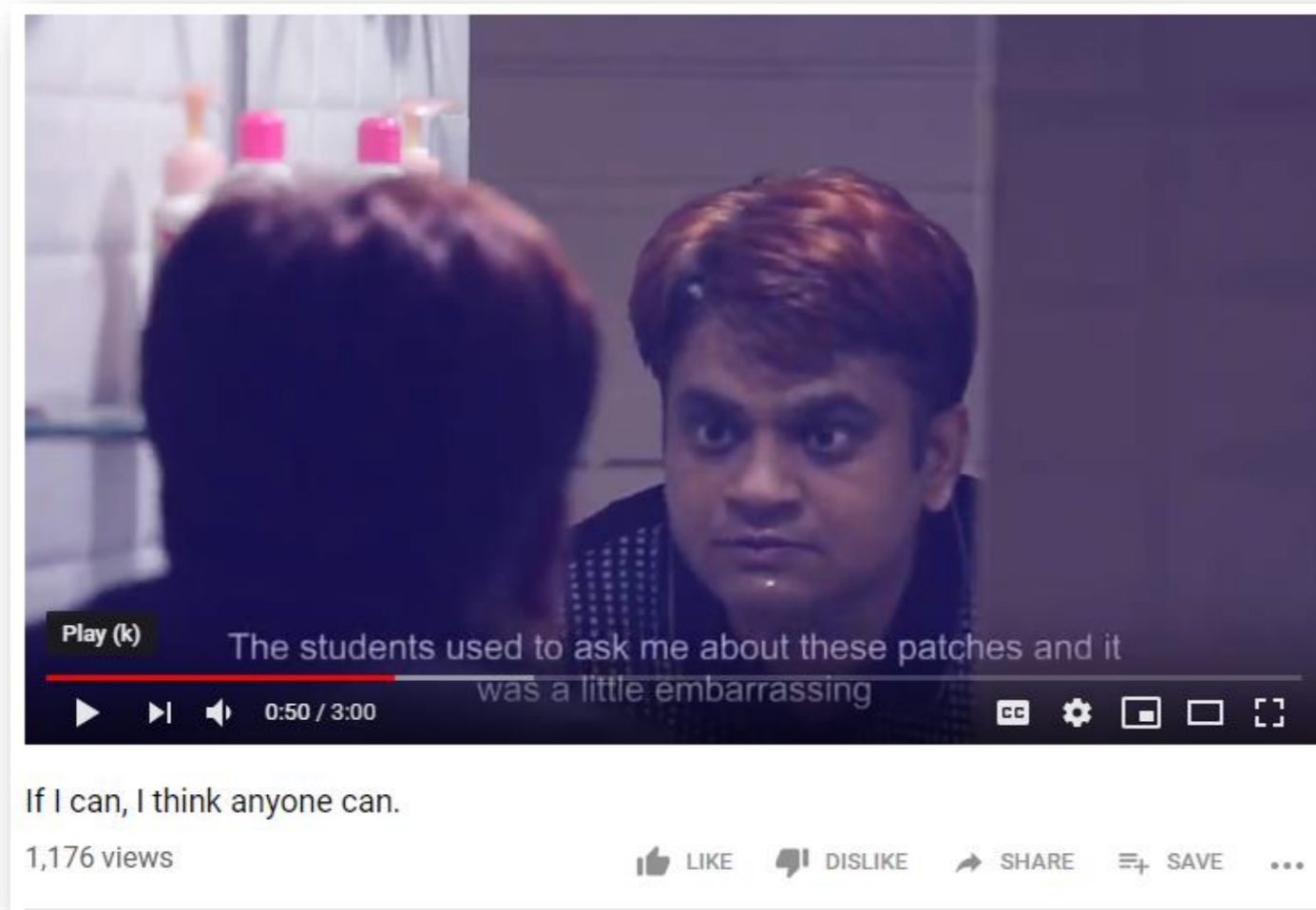
Engaged 25+ doctors and led to a 10x rise in patient enquiries



SKIN TO LIVE IN WEBSITE

UNHIDE PSORIASIS FILM





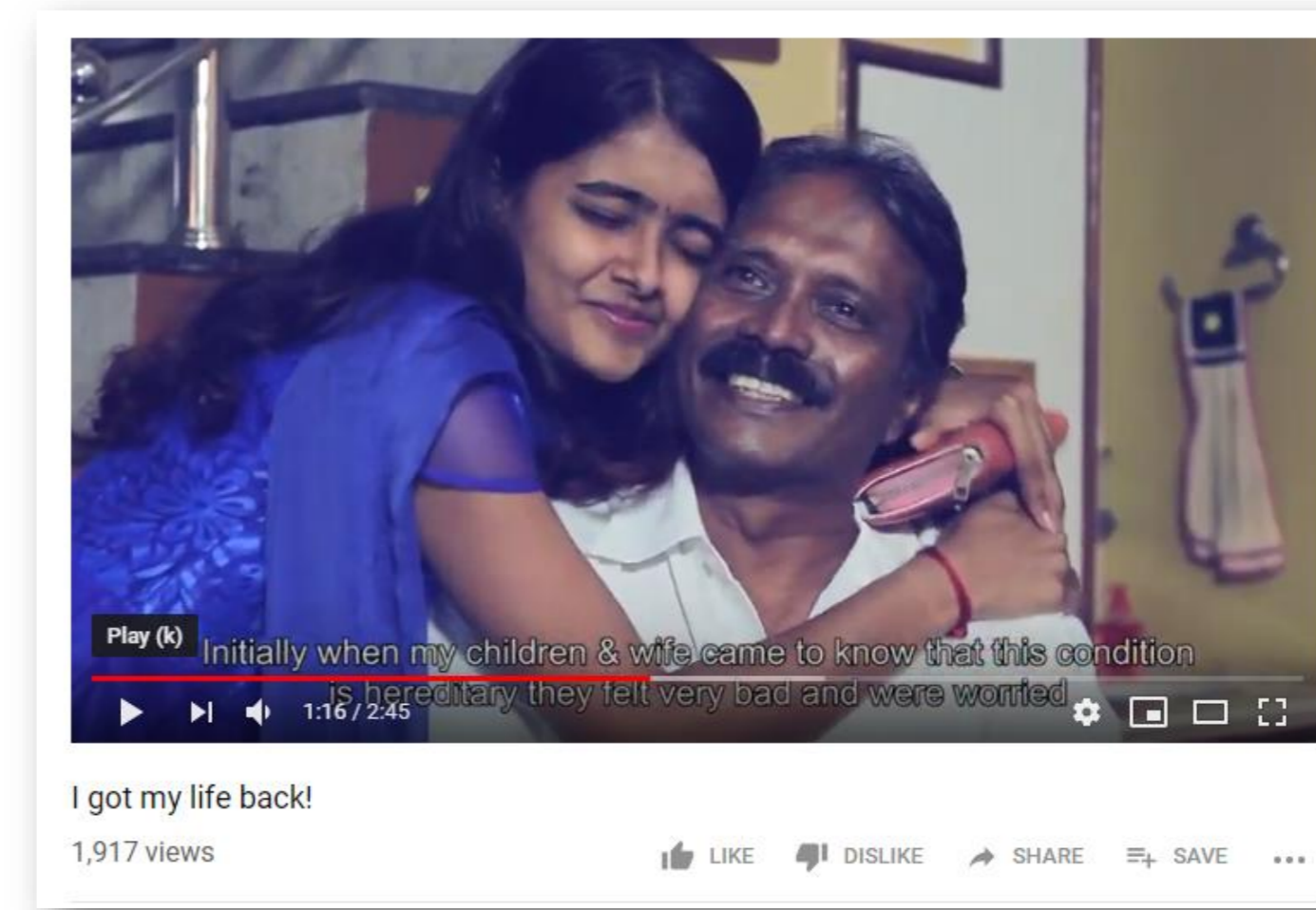
The students used to ask me about these patches and it was a little embarrassing

0:50 / 3:00

If I can, I think anyone can.

1,176 views

LIKE DISLIKE SHARE SAVE ...



Initially when my children & wife came to know that this condition is hereditary they felt very bad and were worried

1:16 / 2:45

I got my life back!

1,917 views

LIKE DISLIKE SHARE SAVE ...

PATIENT STORIES - FILMS



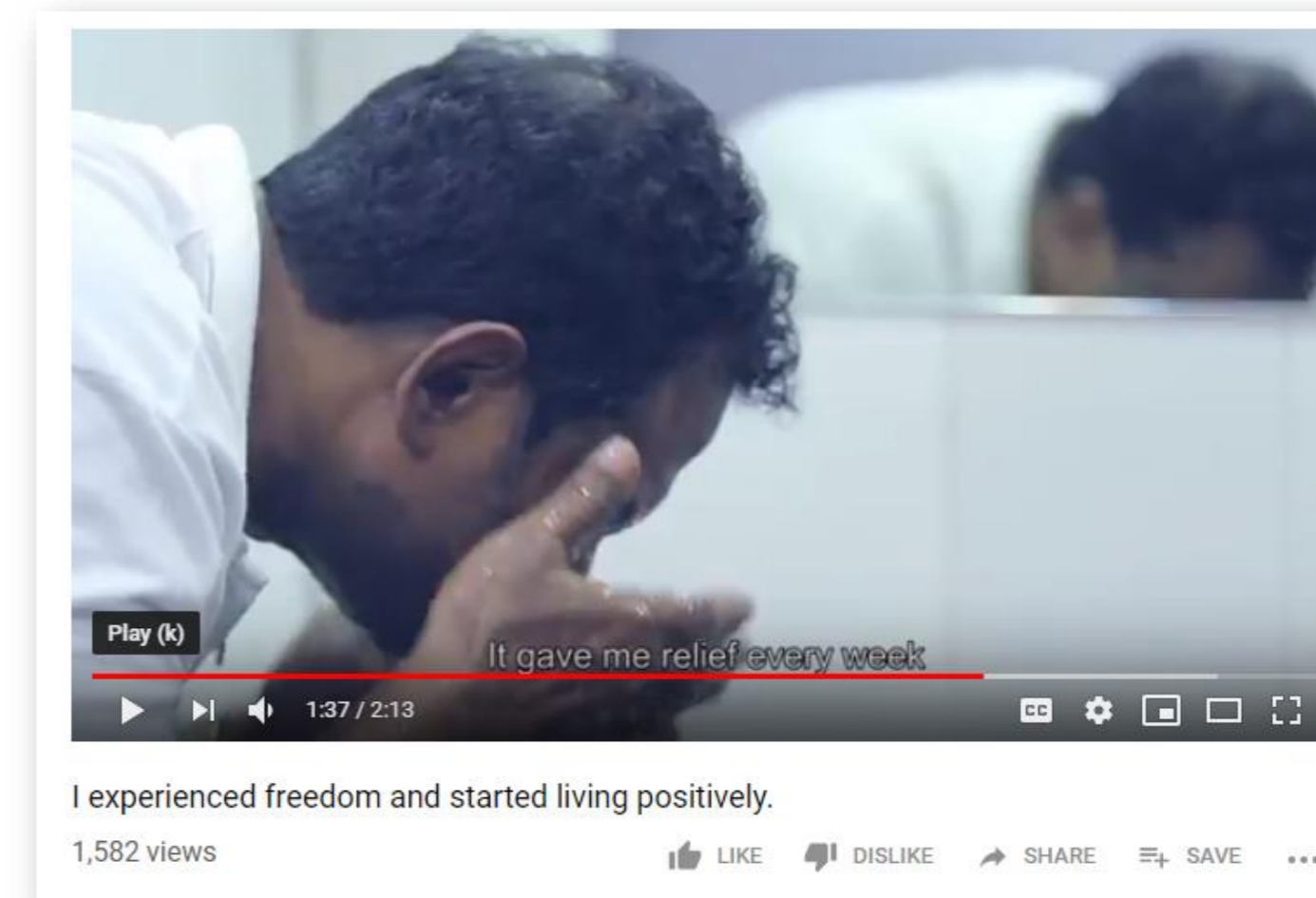
I lost all hope in my life

1:21 / 2:09

A new sunlight has come into my life.

2,078 views

LIKE DISLIKE SHARE SAVE ...



It gave me relief every week

1:37 / 2:13

I experienced freedom and started living positively.

1,582 views

LIKE DISLIKE SHARE SAVE ...

Posts

UNHIDE PSORIASIS Skin To Live In India
Published by Salesforce Marketing Cloud [?] · 5 March · 🌐

Communication is key when dealing with discrimination at work, due to #psoriasis. Create a healthy work environment for yourself by explaining your condition to your colleagues and developing a support network.
To know more, visit <https://bddy.me/2SG4jff>.
#UNHIDEpsoriasis



STAND UP FOR YOUR SKIN.


To know more, consult your Dermatologist.

UNHIDE PSORIASIS

The condition of Psoriasis is depicted by models for illustrative purpose only.
Ref: <https://www.psoriasis.org/about-psoriasis/living-well-in-the-workplace>

UNHIDE PSORIASIS Skin To Live In India
Published by Vandita Jain [?] · 5 March · 🌐

Inspire people suffering with #psoriasis to share their stories. #UNHIDEpsoriasis and aspire for #ClearSkin, now possible with the power of #biologics. Talk to your #Dermatologist today! Know more at: <http://bit.ly/2izYsjw>



BECAUSE, EVERY STORY SHOULD HAVE A BEAUTIFUL END.

Aspire for clear*skin, now possible with the power of biologics.


UNHIDE PSORIASIS

Consult your Dermatologist.
To know more, visit www.skintolivein.in

*Clear: No Plaque elevation, erythema or scaling. Hyperpigmentation may be present.
Ref: Richard G. Langley et al. Journal of Dermatological Treatment, 2015, 23-31
Disclaimer: The condition of Psoriasis is depicted by models for illustrative purpose only. Results will vary depending on the condition of individual patients.

UNHIDE PSORIASIS Skin To Live In India
Published by Vandita Jain [?] · 22 February · 🌐

23% of people with #psoriasis are still managed by a General Physician instead of a #Dermatologist. Aspire for #ClearSkin, now possible with the power of #biologics. #UNHIDEpsoriasis #skin #skindisease



Your Dermatologist can help you **manage your psoriasis**

UNHIDE PSORIASIS

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Ref: Richard G. Langley et al. Journal of Dermatological Treatment, 2015, 23-31