



WORLD COM
Public Relations Group

The local advantage. Worldwide.

Probako Communications / GP Training Road Show

Challenge

Introducing drug producer, Janssen-Cilag's pain reliever product to health experts, general practitioners; at the same time turning mass media attention to the problem of pain relieving

Strategy and Action

Reaching out to physicians in the framework of professional trainings; targeting wider crowds through media With the cooperation of Central European Innovational and Educational Center, we organized a 28-session training, which had media support from National Basic Care Institute, Hungarian Anti-Cancer League and TV2. The 5-month long session was hosted by TV2 spokeswoman, Andrea Várkonyi. The beginning and the end of the session were supported by press conferences.

Results

By the training, we reached out to more than a thousand GPs, and due to the well-know host, the press conferences, the targeted press releases the event had been widely published in the media.

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