



Deveney Communication/PhRMA

Challenge

PhRMA hired Deveney Communication to increase awareness at the state level of the trade group and inform consumers on how it provides much-needed medications to those who are ill. After only a few months of working on Louisiana and Mississippi, PhRMA was impressed enough to tap Deveney to lead the campaign on a national level, coordinating all statewide efforts. The campaign needed to secure coverage across the country in targeted communities on a weekly basis.

Strategy and Action

Deveney targeted PhRMA's different audiences by revising messages individually for each group. Deveney used extensive research to make sure that every targeted audience group received messages that were timely and relevant to them. In order to segment and reach PhRMA's audiences quickly, Deveney took the initiative to create a specialized, national network of public relations experts from targeted states.

Results

Our campaign raised awareness of PhRMA and changed the public's typical behavioral response to pharmaceutical programs. Deveney secured national media coverage conservatively valued at \$35 million. The campaign's circulation reached 1.45 billion people and campaign's impressions reached 1.56 billion.



Other Photo