

Pediatric Autism

AV1ATION STUDY | PHASE 2

For parents of children on the autism spectrum, finding therapies that can help their child adjust to and function in the world are of paramount importance. Through direct-to-parent advertising, BBK's media specialists raised awareness of the aV1ation Study among parents and key advocacy groups. This 12-month effort boosted screening rates across all active sites and generated over 1,340 highly qualified referrals, while maintaining cost per referral (CPR) efficiencies throughout the life of the campaign.

12 MONTHS

300 PATIENTS

40 SITES

COUNTRIES

1



CHALLENGES



To maintain enrollment efficiency, the sponsor frequently added new sites and removed those that were underperforming, which complicated media planning activities.



Pediatric studies are notoriously slow to enroll, as parents are often hesitant to have their child receive an investigational drug, which pushes out enrollment timelines.



BBK would need to engage with parents in physical and online spaces, as well as trusted resources, where they often seek autism-related information and support.



KEY TACTICS



Facebook



Paid Search



Instagram



Streaming Radio



Print

1,340+ Referrals

As with many pediatric studies, a larger-than-normal volume of referrals is required to convert into consented participants. To achieve the enrollment goal of 300 patients, BBK generated over 1,340 referrals in fewer than 12 months.

TACTIC PERFORMANCE

871

REFERRALS GENERATED

FACEBOOK

Nearly 63% of all referrals generated through BBK advertising came from Facebook Newsfeed mobile and desktop advertisement.

115

REFERRALS GENERATED

PAID SEARCH

Often cited as the ideal tactic for proactive healthcare consumers, Google™ Search advertisements delivered a steady stream of highly qualified referrals.

36

REFERRALS GENERATED

INSTAGRAM

A relatively novel approach in clinical research at the time, Instagram ads target young men and women in their 20's and 30's, and resulted in 36 referrals.

352

REFERRALS GENERATED

DIRECT TRAFFIC

Much of the direct traffic to the study website can be attributed to BBK's streaming radio and print advertising.

