

Atopic Dermatitis

ATOPIC DERMATITIS STUDY | PHASE 2B

People with moderate to severe atopic dermatitis who do not responding to topical medications are desperate for relief. This clinical research study offered suffering patients a chance to potentially receive a new oral investigational drug designed to target atopic dermatitis systemically, by attacking the source of what was causing painful rashes and itching. To get the word out, BBK developed a robust digital advertising campaign that saved the sponsor significant time and money.

3 MONTHS

180 PATIENTS

72 SITES

COUNTRIES

1



CHALLENGES



BBK had to raise study awareness within a crowded treatment landscape of approved and clinical research study options.



The sponsor's conservative legal department prevented BBK from using the more common phrase of the disease in our digital advertising: eczema.



To gain the type of traction necessary to achieve enrollment would require multi-level creative and targeted media placement.

TARGETING ATOPIC DERMATITIS FROM THE INSIDE OUT.

A clinical research study for people with moderate to severe atopic dermatitis (a long-lasting and severe form of eczema).

YOUR GUIDE
TO STUDY PARTICIPATION

A NEW AGE IN RESEARCH

While topical treatments may work for some people, there is no need for new options that provide more effective relief for people with moderate to severe symptoms. That's why researchers are exploring this new direction in research – an oral investigational approach designed to work differently than current treatments, potentially providing relief where topical treatments can't.

The once-daily investigational pill is designed to target atopic dermatitis from within, by blocking an enzyme called Janus kinase that contributes to the inflammation process. Researchers believe that doing so may result in the production of fewer of the chemicals that are thought to cause atopic dermatitis.

YOU MAY BE ELIGIBLE TO PARTICIPATE IF YOU:

- Have moderate to severe atopic dermatitis.
- Are not responding to, or cannot use, topical medications.
- Currently have atopic dermatitis that covers 10% or more of your body (the study doctor can help determine this).

KEY TACTICS



Streaming Radio



Paid Search



Facebook



Digital Display

2 MONTHS EARLY

In just three short months, BBK was able to develop, mobilize, and implement a potent digital advertising campaign that exceeded the client's expectations—generating over 23,000 unique visits to the study website and achieving study enrollment a full two months earlier than anticipated.

TACTIC PERFORMANCE

82

REFERRALS GENERATED

STREAMING RADIO

Twenty-percent of all inquiries generated through streaming radio ads on Pandora® and Spotify® (408) converted into new referrals.

78

REFERRALS GENERATED

PAID SEARCH

Google SEM advertising delivered over 46% of the referrals generated by BBK's digital outreach program.

4

REFERRALS GENERATED

FACEBOOK

Limitations placed on the creative messaging by the sponsor's legal department dampened the effectiveness of social media advertising.

5

REFERRALS GENERATED

DIGITAL DISPLAY + DIRECT WEBSITE TRAFFIC

Similar to Facebook advertising constraints, digital display performance suffered from toned-down creative messaging.

WE'RE TARGETING ATOPIC DERMATITIS FROM THE INSIDE OUT...

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