

firstline

Summer 2015

Positive insights into better healthcare PR
Quarterly news from Palin Communications

Big Aussie Barbie fires up

Aussies fired up their barbies for prostate cancer in September, as Palin Communications helped Prostate Cancer Foundation of Australia (PCFA) launch its 2015 Big Aussie Barbie campaign. The launch events were a sizzling success covered in media such as The Daily Telegraph and Channel 10 Brisbane News. The Parliamentary Big Aussie Barbie in Canberra saw newly appointed Prime Minister Malcolm Turnbull telling blokes to 'man up' and get tested in one of his first public appearances as Prime Minister.

The 2015 Big Aussie Barbie campaign exceeded its fundraising target of \$1 million as it continues to encourage Australians to get behind the cause.



PM Malcolm Turnbull getting behind the Big Aussie Barbie campaign at Parliament House.

Smartly-dressed gentlemen riding for a purpose

The Distinguished Gentleman's Ride began in 2014 as a unique idea to raise money and awareness of prostate cancer by dressing stylishly and riding

Distinguished Gentleman's Ride Raises Millions For Prostate Cancer Research Worldwide

HuffPost Australia | By James Bullen | Posted: 27/09/2015 15:36 AEST | Updated: 28/09/2015 09:45 AEST



Aussie bikers suit up for prostate cancer and the Distinguished Gentleman's Ride.

classic-styled motorbikes. It has grown into a worldwide phenomenon spanning 410 cities from 79 countries. Palin Communications worked with PCFA to promote the ride across Australia on September 27th. The Distinguished Gentleman's Ride was featured on Channels 9, 10 and 7 News and stylish ride photos featured widely across print and online media.

Dr Chris Brown reminds Australia to be pet friendly

Palin Communications worked with Mars Petcare in November to launch new research, called the Pet Positives Score. It revealed that Australia is not as pet friendly as it needs to be to stop the current decline in pet populations. Campaign ambassador and well known veterinarian Dr Chris Brown helped launch the results which identified the most important factors that contribute to pet friendliness and just how our cities rate against them. The results were a shock with Melbourne and the Gold Coast coming in as the most pet friendly locations. While Sydney, regional Queensland and regional South Australia came in at the bottom of the leader board. Adelaide and Canberra took the title for most dog friendly cities, while

Melbourne came in as most cat friendly city with a score.

With recent research pointing to a decline in cat and dog populations in Australia, experts are concerned that fewer pets could have a detrimental effect on the health and wellbeing of Australians. Pets have been proven to offer a range benefits to their owners from childhood well into old age including increased exercise, greater self-esteem and improved ability to cope with social rejection.

Dr Chris Brown joined human-animal interaction expert Dr Hayley Christian and local pet owners in Bondi and political heavyweights in Canberra to put pet friendliness on the agenda for Australians everywhere. The launch activity was featured on Ch10's Studio 10 program and Ch10 News on the day. It also appeared in The Daily Telegraph, Herald Sun, Courier Mail, Adelaide Now, Canberra Times, Huffington Post and on radio across the country.



Ambassador Dr Chris Brown gets some (furry) help to launch the 2015 Pet Positives Score.

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Where evidence-based PR drives health-related change

Palin projects recognised at industry awards

The Palin team has been recognised via some of the PR and healthcare industry's most coveted awards. Palin Communications, along with client GSK and marketing agency Arterial Marketing, took home the prize for Best Public Health campaign for the #MoreThanOnceANight initiative at the 2015 PRIME Awards.



The campaign raised the profile of benign prostatic hyperplasia (BPH) among Australian men, prompted thousands of them to fill out a BPH assessment form and triggered an increase in the number of men being treated for the condition.

The #morethanonceanightman PR campaign was also commended at the National Public Relations Institute of Australia Golden Targets Awards.

Palin Communications also received a commendation in the corporate social responsibility category at the 2015 NSW PRIA Golden Target Awards

Palin Communications takes home awards at the 2015 PRIME Awards and the 2015 NSW PRIA Golden Target Awards.

Sailing Sclerosis project, Oceans of Hope, which is the world-first circumnavigation of the globe in a yacht crewed by people with multiple sclerosis (MS).

Congratulations to our fantastic clients for being bold enough to commission the work that has led to these important accolades.



Palin discusses the latest trends in healthcare PR in new resources.

Education focus triggers new Palin resources

The Palin team has continued to develop new resources that help explain the latest trends and opportunities in healthcare PR.

The latest Palin eBook focuses on content marketing and social media for health-related organisations. It analyses the risks and measures them against the enormous benefits that result when companies get proactive about their educational content and promote that content strategically via social media.

It follows on from the eBook on "Patient Activation" and disease awareness programs that was published earlier in 2015.

Palin has also loaded some new video blogs. One summarises the main points in the eBook while another looks at how healthcare PR has changed in recent years to incorporate a greater role in "owned" content and "paid" media. It shows – via a series of examples - why modern PR consultants are as likely to be managing content marketing and paid advertising campaigns as they are to be overseeing media relations processes.

It encourages clients to consider the full breadth of what PR consultancies can offer within the context of new approaches to earned, owned, shared and bought media.

For more information go to www.palin.com.au and click on the video blog or eBooks tabs.

Palin celebrates 18 years in business

On the 12th of November, the Palin team celebrated 18 wonderful years of healthcare PR work with friends, family, clients, team members, media representatives and pharmaceutical industry colleagues at a party to mark the occasion.

The team feels very privileged to work alongside such amazing clients who constantly challenge us to create bigger, better and more disruptive campaigns.

A big thank you to everyone who came out to celebrate with us and who sent best wishes. It was a great celebration!

What better way to celebrate than with a fantastic cake?



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