



## Patient Awareness (Branded DTC)

### Indication

- Prevention of pregnancy (OC=oral contraceptive)

### Brand Situation

- Highly competitive market
- Dedicated sales force, #1 with OB/GYNs
- GPs influenced by patient request for specific OC

### Brand Strategy

- Change entrenched GP prescribing habits
- Capture share from dominant market leader

### Campaign Objectives

- Drive women to actively ask their doctor for LOLO by name
- Prompt women to spread the word about LOLO

### Target

- Women (18-30)

## Creative Approach



Are you in the LO?

- When it comes to talking about birth control, women are open and like to share information
- Upbeat vignettes showing buzzworthy conversations help spark interest and intrigue women to get in the know about LOLO

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**Year**

- 2021

**Location**

- Canada National ENG/FR

**Length**

- 8 months

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**Team Size**

- 8-10

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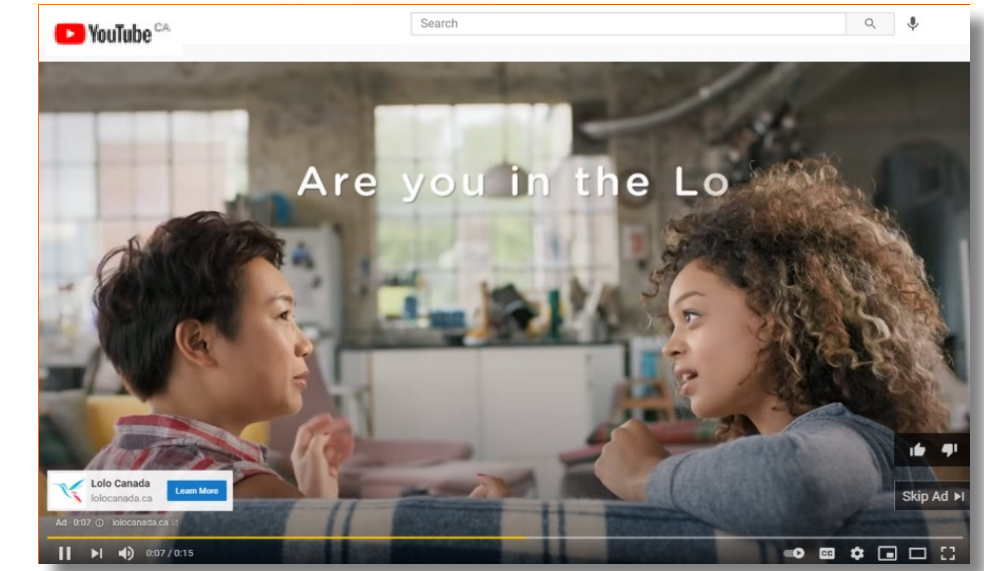
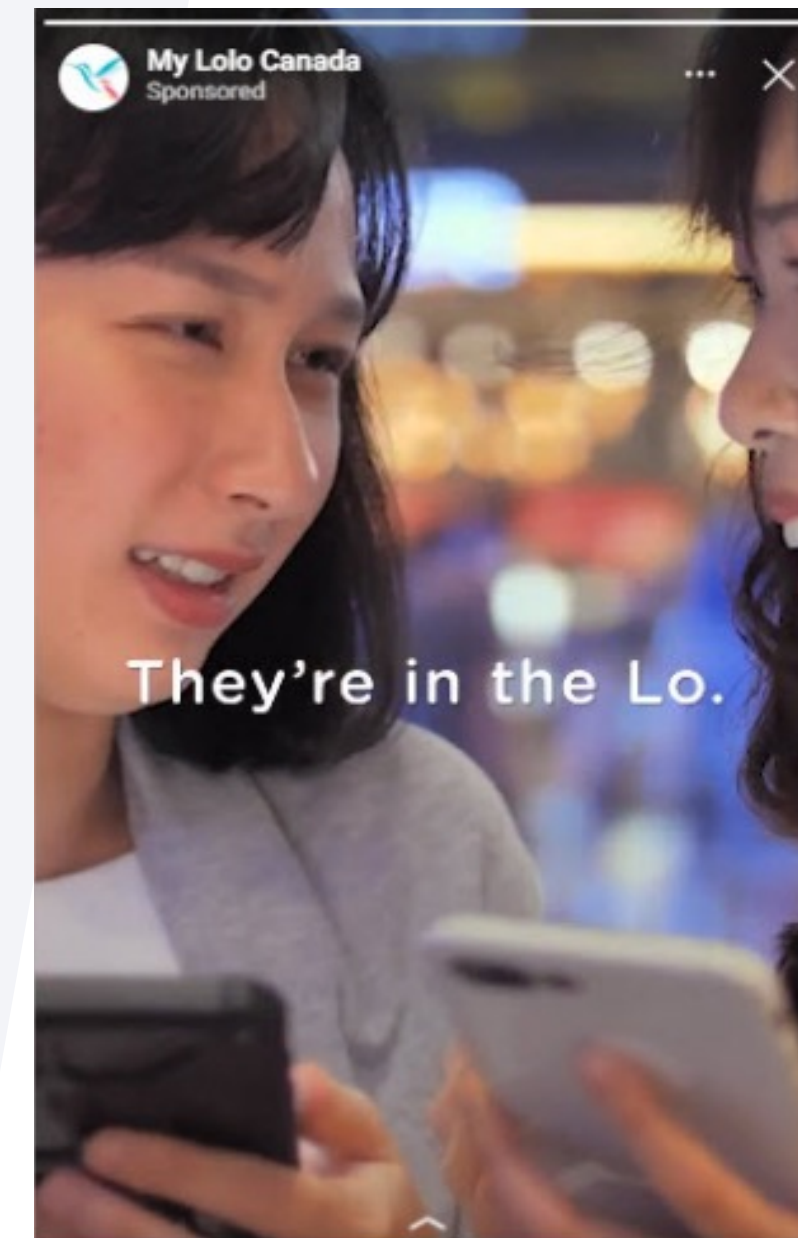
**Platforms**

- Google Responsive Search Ads
- Facebook/Instagram (Video)
- HTML5 Banner Ads/Responsive Display Ads
- YouTube (Pre-roll Ads)



**Ask for Lolo by name.** [Learn more](#) [LoloCanada.ca](https://LoloCanada.ca)

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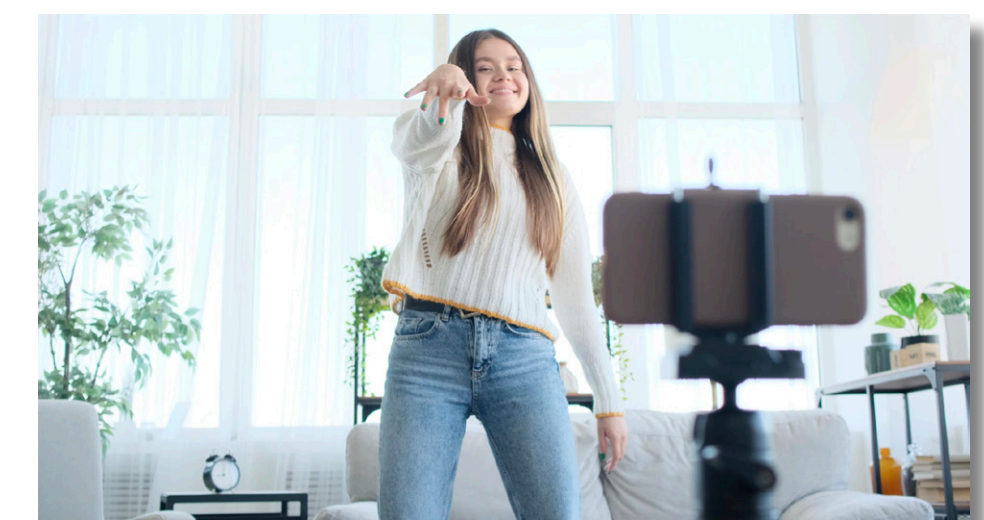
PRE-ROLL AD

<p>She's in the Lo.</p>	<p>Are you in the Lo?</p>	<p>Ask for Lolo by name.</p>	<p>Ask for Lolo by name.</p> <p><a href="#">Learn more</a></p> <p>LoloCanada.ca</p>
<p>She's in the Lo.</p>	<p>Are you in the Lo?</p>	<p>Ask for Lolo by name.</p>	<p>Ask for Lolo by name.</p> <p><a href="#">Learn more</a></p> <p>LoloCanada.ca</p>

BANNER ADS

**Everyone is talking about Lolo | Lolo Canada**  
[www.lolocanada.ca](https://www.lolocanada.ca)  
 Get in the Lo. It's no secret. See for yourself.

GOOGLE SEARCH AD



VIDEO ADS

## Services Offered

- Talk to your doctor
  - Visit website to learn more ([lolocanada.ca](http://lolocanada.ca))
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## Challenges

- Restrictive DTC guidelines (name/price/quantity)
  - New media choice for Client, low budget
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## KPIs and Results

- **13.000** MM Impressions
- **62,000** Website visits
- **2.5** MM Video views
- **Highest number** of Rx ever recorded in history
- By 2022 became **#1** branded low-dose OC