



Patient Awareness (Branded DTC)

Indication

- Routine prevention of attacks of hereditary angioedema (HAE)

Brand Situation

- Only oral product in highly competitive market
- New entrant with once-a-month injectable dosing
- GPs influenced by patient request for specific prophylaxis product

Brand Strategy

- Change HCP prescribing habits
- Capture share from market leader

Campaign Objectives

- Drive patients to actively ask their doctor for ORLADEYO by name

Target

- Men/women diagnosed with HAE

Creative Approach



Is it right for you?

- Oral therapy provides more flexibility and peace of mind for patients (not worrying about taking an injectable)
- Upbeat vignettes of fun daily activities (going for a drive, picnics, playing sports)

Year

- 2025

Location

- Canada National ENG/FR

Length

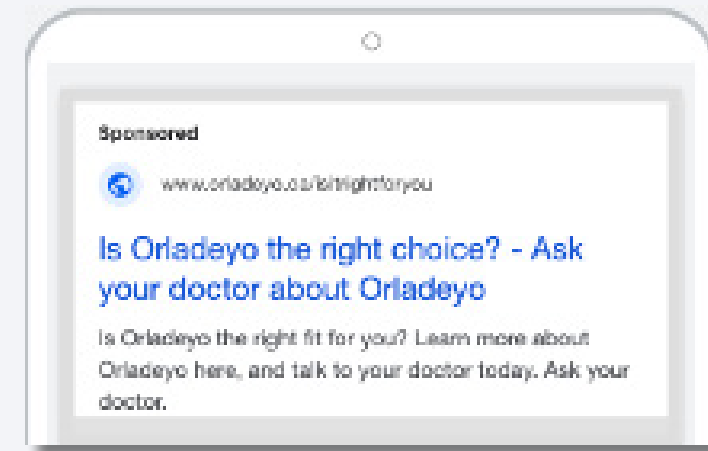
- 8 months

Team Size

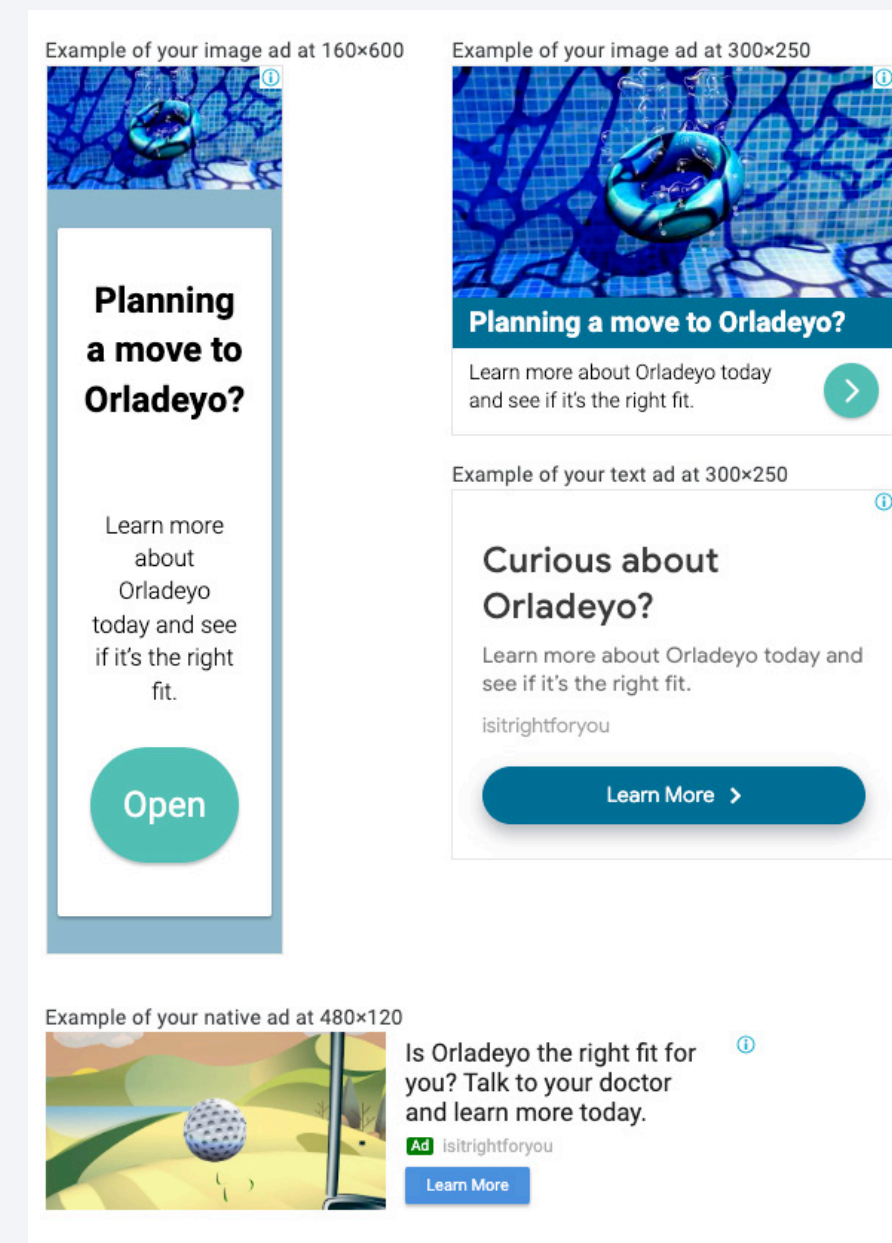
- 8-10

Platforms

- Google Responsive Search Ads
- YouTube
- Display



GOOGLE SEARCH AD



DISPLAY ADS



IMAGE AD



VIDEO AD



LANDING PAGE

Services Offered

- Talk to your doctor
 - Visit isitrightforyou.ca (redirect to orladeyo.ca)
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Challenges

- Restrictive DTC guidelines (name/price/quantity)
 - Rare disease, targeting very small % of population (<800)
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KPIs and Results

- **4.963** MM Impressions
- **12,817** Video views with **66.22%** completion rate
- **28,104** Clicks registered
- **14,088** Page views
- **11,431** Unique visitors