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**Format:** Campaign Profile-A two-page summary of a Silver-Anvil Award winner, addressing research, planning, execution and evaluation.

**Title:** Sana La Rana Empowers Hispanics To Take Their Health Into Their Own Hands

Pfizer Inc, Ketchum Multicultural Marketing, 2005

**Summary:** The Hispanic population in the U.S. has disproportionately suffered the ravages of deadly diseases such as high cholesterol, hypertension, diabetes and depression because of significant under-diagnosis and under-treatment. A key reason for this under-diagnosis and under-treatment is the lack of awareness and knowledge among Hispanics about these deadly diseases. To address this unmet need, in 2003 Pfizer chose Ketchum Multicultural Marketing (KMM) to help launch an education campaign designed to empower Hispanics to take better care of their health and the health of their families. The program was named Sana La Rana (SLR) for a Spanish rhyme that promises good health and resonates across all Hispanic groups. According to scientific research, heart disease is the leading cause of death among Hispanics. Pfizer's proprietary research found that high cholesterol—a major risk factor for heart disease—was the most under-diagnosed of all the diseases that affect this community because it was the least understood. Secondary research showed that nearly 9 out of 10 Hispanics who have high cholesterol do not know they have it. Therefore, the SLR campaign emphasized the link between high cholesterol and heart disease.

**Full Text:** SITUATIONAL ANALYSIS

The Hispanic population in the U.S. has disproportionately suffered the ravages of deadly diseases such as high cholesterol, hypertension, diabetes and depression because of significant under-diagnosis and under-treatment. A key reason for this under-diagnosis and under-treatment is the lack of awareness and knowledge among Hispanics about these deadly diseases. To address this unmet need, in 2003 Pfizer chose Ketchum Multicultural Marketing (KMM) to help launch an education campaign designed to empower Hispanics to take better care of their health and the health of their families. The program was named Sana La Rana (SLR) for a Spanish rhyme that promises good health and resonates across all Hispanic groups. According to scientific research, heart disease is the leading cause of death among Hispanics. Pfizer's proprietary research found that high cholesterol—a major risk factor for heart disease—was the most under-diagnosed of all the diseases that affect this community because it was the least understood. Secondary research showed that nearly 9 out of 10 Hispanics who have high cholesterol do not know they have it. Therefore, the SLR campaign emphasized the link between high cholesterol and heart disease.

Encouraged by its success in raising awareness about high cholesterol in 2003, Pfizer ramped up its efforts in 2004. The new platform focused on getting Hispanics to actively manage their health, and reached into Los Angeles, Miami and Houston where there are significant Hispanic populations. The expanded program developed partnerships with influencers who motivated Latinos to take care of their health. The program made use of a PSA and advertorial series featuring influencers, advertising, Web marketing, and free health screenings. Sana La Rana's second year results speak for themselves: a 135% increase in the amount of Hispanics who had consulted a physician about their cholesterol in the past six months; and a 93% increase in treatment for high cholesterol, as demonstrated by new prescriptions written for cholesterol-lowering medications among Hispanics in the target markets. In addition, the perception that Pfizer is a company that Hispanics can trust for health information increased by 55%.

Pfizer manufactures and markets Lipitor, the world's leading cholesterol-lowering drug (a statin).

## RESEARCH

- o Primary and secondary research documents the incidence and under-diagnosis of high cholesterol, diabetes, hypertension, depression, arthritis and erectile dysfunction (ED) in the Hispanic community.
- o A proprietary Attitudes & Usage (A&U) study by Pfizer exposed Hispanics' low awareness and understanding about these diseases, especially relative to the Caucasian population—high cholesterol was the condition least understood by Hispanics.
- o The A&U study indicated that 66% of Hispanics would be more likely to use information if it were available in Spanish.
- o Pfizer commissioned a tracker through a third party research vendor to measure baseline awareness of the risks posed by high cholesterol, consulted MD past 6 months for high cholesterol, and overall goodwill towards Pfizer.
- o Pfizer's A&U study revealed that most Hispanics feel more comfortable talking to their pharmacists than their doctors so pharmacy partners were identified to increase the program's reach and credibility.

## PLANNING

## AUDIENCE ANALYSIS

1. Community Influencers: Research showed a need for Pfizer to gain the trust of key political, medical and business opinion leaders that influence the Hispanic community.
2. Hispanic Mothers, 35+: In all Hispanic cultures, women serve as the family's health gatekeepers, and so, Pfizer targeted them with health information in a culturally relevant fashion. Hispanic females also have higher incidence of high cholesterol.
3. Miami, Houston & Los Angeles: Miami and Houston were selected as target markets in 2003 so the SLR approach could be tested among diverse Hispanic groups; Mexican and Central Americans in Houston, and Caribbean and South Americans in Miami. Based on the positive results from the pilot markets in 2003, Los Angeles was subsequently added to reach the 8 million Hispanics living in Southern California in the 2004 program.

## PROGRAM OBJECTIVES

1. Increase the year over year perception that Pfizer is a company that Hispanics can trust for health information by 25%.
2. Increase the year over year number of Hispanics in target markets who consulted a physician for high cholesterol and if necessary got treatment by 25%
3. Continue to educate Hispanics about cholesterol and other dangerous diseases and drive participation through SLR.

## STRATEGIES

1. Use a culturally relevant approach to educate opinion leaders and consumers about diseases and conditions that go undiagnosed in the Hispanic community.
2. Engage influencers to endorse and build awareness of SLR, and foster a positive opinion of Pfizer in Hispanic communities.

## BUDGET

- o \$600,000 (60% Fee, 40% OOP)

## EXECUTION

### NEW 2004 TACTICS

#### o Free Cholesterol Screenings

Free health screenings gave Hispanic consumers a chance to act on their growing awareness of high cholesterol. The 2004 Razones platform encouraged Hispanics to think about their personal reasons for staying healthy. Congressional Members Ileana Ros-Lehtinen (FL), Mario Diaz-Balart (FL), and Hilda Solis (CA), and Houston City Councilman Adrian Garcia drove people to screening events and themselves got screened for high cholesterol. As SLR spokespeople, they promoted the importance of the initiative to the local media.

#### o Public Service Announcements (PSA) & Advertorials

Leveraging Pfizer's ad spend, KMM coordinated the production of PSAs for Spanish-language television in each city that dramatized the dangers of high cholesterol. By featuring Hispanic physicians and information about Sana La Rana, the PSAs served not only to drive program awareness, but also to build relationships with local physicians. In addition to the physician PSAs, KMM coordinated the production of "influencer PSAs" featuring Surgeon General Richard Carmona, U.S. Congresswomen Ileana Ros-Lehtinen (FL) and Loretta Sanchez (CA), Houston City Councilman Adrian Garcia, Texas State Senator Rick Noriega, and Raul Yzaguirre, former president of the National Council of La Raza (NCLR)—the premier Hispanic advocacy group. In addition, the Surgeon General bylined a newspaper advertorial championing the program.

#### o Retailer Partnerships

Working with Pfizer's Trade Relations group, the team developed partnerships with leading pharmacies in the community, Costco, Albertsons/SavOn, Navarro Pharmacies and Longs Drugs. KMM incorporated pharmacists into the PSA campaign and at community events to educate consumers about the dangers of high cholesterol. 100,000 SLR brochures were distributed through 150 stores in all three markets.

### 2003/2004 TACTICS

#### o Media Relations

Recognizing cultural differences between Latin cultures, KMM developed tailored press materials for each market and conducted outreach to general market and Hispanic media. To prepare a stable of spokespeople, KMM media trained physicians, Pfizer representatives and influencers in all three markets. KMM leveraged these spokespeople for various interviews.

#### o Promotoras de Salud

In year-one, Pfizer partnered with NCLR to develop a team of community volunteers called Promotoras in Miami and Houston, who were trained to give brief charlas (chats) about the dangers of high cholesterol. To accompany the charlas, Pfizer created Spanish-language brochures on four health topics. In 2004, KMM expanded this partnership to secure charlas at community screening events and added brochures on two new health topics.

#### o Advertising Campaign

Developed by Dieste Harmel & Partners, the TV, radio and print campaign uses the imagery of a clogged sink to communicate the effects of high cholesterol. The ads direct consumers to the toll-free hotline and Web site and reinforce the importance of empowerment through education.

o Web site & SLR Hotline

Developed by Avenue A/Razorfish, www.SanaLaRana.com is a Spanish-language Web site that provides visitors with easy to understand health information. Expanded resources in 2004 include community calendars of free screenings and new health content on arthritis and ED. Bilingual operators man a toll-free hotline. KMM's media relations efforts drove consumers to both of these resources.

## EVALUATION

### Objective 1:

Increase the year over year perception that Pfizer is a company that Hispanics can trust for health information by 25% – 2004

**PROGRAM DELIVERED AT OVER TWICE GOAL.**

o Prominent local and national Hispanic leaders actively partnered with and participated in SLR, paving the way for Pfizer to reach the community.

#### END OF YEAR ONE (June–December 2003)

- o 22 PSAs on Univision and Telemundo in Miami and Houston.
- o 51% of Hispanics say Pfizer is a company they can trust\*
- o 52% say SLR offers expert health information\*

#### END OF YEAR TWO (January– December 2004)

- o 38 PSAs continue to air on Univision, Telemundo and AmericaTeVe in all markets and feature 29 physicians, 3 pharmacists and 6 influencers, building SLR credibility.
- o 79% of Hispanics say that Pfizer is a company they can trust—a 55% increase from 2003\*
- o 85% say SLR offers expert health information—a 64% increase from 2003\*

### Objective 2:

Increase the year over year number of Hispanics in target markets who consulted a physician for high cholesterol and if necessary got treatment by 25%

**2004 PROGRAM DELIVERED AT OVER FIVE TIMES GOAL.**

o Based on results below, SLR drove diagnosis of high cholesterol for more than 30,000 Hispanics in three markets – about 10% of total local Hispanic population with high cholesterol.

#### END OF YEAR ONE (June–December 2003)

- o 26% consulted a physician about their cholesterol in the past 6 months \*
- o 13.5% increase in new prescriptions for cholesterol-lowering medications among Hispanics\*\*
- o 4.8% increase in new Lipitor prescriptions among Hispanics\*\*

#### END OF YEAR TWO (January– December 2004)

- o 61% consulted a physician about their cholesterol in the past 6 months, a 135% increase from 2003 \*
- o 26% increase in new prescriptions for cholesterol-lowering medications among Hispanics, a 93% increase from 2003\*\*
- o 15.3% increase in new Lipitor prescriptions among Hispanics, a 219% increase from 2003\*\*

### Objective 3:

Continue to educate Hispanics about cholesterol and other dangerous diseases and drive participation in SLR.

o Promotoras have hosted 1,000+ charlas, reaching nearly 16,000 Hispanics in Houston and Miami.

#### END OF YEAR ONE (June–December 2003)

- o 37% report having knowledge of high cholesterol\*
- o 63% report concern about high cholesterol \*
- o 6 million media impressions
- o 5,300+ calls to the toll free hotline
- o 13,200 unique Web hits, 800 registered users
- o 400,000 patient education brochures distributed
- o No SLR-sponsored screenings conducted

#### END OF YEAR TWO (January–December 2004)

- o 72% report having knowledge of high cholesterol, a 95% increase from 2003\*
- o 85% report concern about high cholesterol, a 35% increase from 2003\*
- o 21 million+ media impressions generated
- o 22,500+ calls to the toll free hotline

- o 53,500+ unique Web hits, 4,600+ registered users
- o 1,400,000 patient education brochures distributed at community events, retailers, and physician offices
- o More than 4,850 Hispanics screened for high cholesterol in all markets: an average of 54% were diagnosed high risk or borderline high cholesterol
- \* Pfizer tracker of Hispanics in all three markets.
- \*\* Zip code analysis in all three markets.