

BLOGGER CREATIVE BRIEF

CAMPAIGN NAME: Epiduo Forte Gel

BACKGROUND

<p>ASSIGNMENT: What have we been tasked with?</p> <ul style="list-style-type: none"> Continue to build awareness of Epiduo Forte Gel through influencers/bloggers in the NY-area Educate consumers on the benefits of Epiduo Forte Gel and drive them to a dermatologist to ask about treatment options Assert Galderma’s position as a leader in providing the foundation topical regimen for mixed acne 	<p>MEASURABLE IMPACT: How are we defining success?</p> <ul style="list-style-type: none"> Blog post with brand supportive information and link to EpiduoForte.com and associated social media posts Attendance at exclusive tour of SHIELD facility on Oct 24 or 25
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CONTEXT	BRAND PLATFORM	AUDIENCE INSIGHT
<p>The situation, problem or behavior we are addressing, changing, challenging or solving:</p> <ul style="list-style-type: none"> Acne not always viewed as serious medical condition. It’s considered a rite of passage Patients/general public tend to focus on short term symptoms of acne vs. long-term consequences Consumers have low awareness that they may be at risk of scarring – even for mild to moderate acne Majority of patients are on lower-priced generics Lack of data to build the scarring narrative for topical treatments and procedures (laser, injectable fillers and peels) are perceived as the only option 	<p>The idea, belief or behavior that anchors the brand, that we are to leverage:</p> <ul style="list-style-type: none"> Epiduo Forte brand’s unique identity: <ul style="list-style-type: none"> the go-to, foundation topical for acne regimens complete customized solutions for all acne severities and patient types 	<p>What is a truth about your audience that that we are to exploit or leverage? The belief, behavior, or feeling no other brand is recognizing/talking about:</p> <ul style="list-style-type: none"> Teens comprise 36.5% of patients with acne* 69% young adults with acne have taken less pictures of themselves; avoid mirrors (40%), and stay off social media (25%).** 55% of women have mild of clinical acne Stress, poor diets and pollution fuel 200% rise in outbreaks” Millennials are changing the face of skincare because they want it all

KEY TAKEAWAY: What is the most important point consumers should take away from this piece?

Visit a dermatologist to ask about acne treatment options, including Epiduo Forte Gel

About the SHIELD EVENT: You must, Take the Tour!
 Arrive in the afternoon - 430 East 29th Street 11th Floor, New York, NY 10016

The Nestlé Skin Health Investigation, Education and Longevity Development (SHIELD) is a global network of innovation hubs around the world, with the flag ship center located in New York City. This initiative is a response to the expected rise in skin health needs of the aging population. The SHIELD center is a place where scientists, healthcare professionals, researchers, educators, as well as community leaders, consumers and public officials can engage and exchange ideas, creating an environment where technologies and medicines can meet bioinformatics to develop preventative, diagnostic and treatment strategies for the next generation of skin health regimens.

Additional Content: Is there additional content (facts, RTBs) that can be included in the blog post?
Epiduo Forte Fact sheet can be shared

What are the key requirements? This section is for things that must be included in every post.

- Each post must include isi
- Each post must include a link to EpiduoForte.com
- Each post must include a tailored sponsored message
- Each blog post and social post must be provided in a word document for legal approval prior to posting live