

INFLUENCER BRIEF

CAMPAIGN NAME: Honestly RA Blogger Activation

BACKGROUND

ASSIGNMENT: What have we been tasked with?

- Write a blog post about which of our Honestly RA survey results resonates most with you. What findings ring most true for you? *Please note, the author must have a connection to RA (either have the disease themselves or is a caregiver for someone with RA).*

CONTEXT

The situation, problem or behavior we are addressing, changing, challenging or solving:

To help support the RA community, Regeneron and Sanofi Genzyme fielded a 1,000 person rheumatoid arthritis patient survey (Honestly RA) to uncover the emotional impact of the daily struggles, frustrations, and triumphs of what it means to live with rheumatoid arthritis.

Findings include:

- The impact of RA on daily life
- Treatment experience
- Relationship between doctor and patient

BRAND PLATFORM

The idea, belief or behavior that anchors the brand, that we are to leverage:

Honestly RA

Through Honestly RA, Sanofi Genzyme and Regeneron sought to take a very honest look at life with RA, in hopes of better understanding patient needs when it comes to treatment and overall support.

The Honestly RA content capsule brings these survey findings to life in a series of shareable illustrations that correspond with each important survey finding.

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

- Rheumatoid arthritis can greatly impact patients' daily life – physically and emotionally. Honestly RA revealed that there continues to be significant unmet needs when it comes to treatment and support for those living with RA.

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

- **The survey revealed that, among respondents, there are still significant unmet needs:**
 - Eight in 10 people living with RA report that they experience pain daily or multiple times a week
 - Even after treatment, nearly two-thirds say their pain keeps them away from daily activities and celebrations
 - Almost all agree or strongly agree that it's frustrating when others can't understand their level of pain
 - A majority (74 percent) of patients said their treatments don't always work as well as they would like
 - On average, people with RA have tried more than 4 different medications in the last 5 years
 - 85 percent feel their treatment has helped them be more in control despite having a chronic condition
 - More than nine in 10 say doctors are their top source for support and information

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

Please note, the author must have a connection to RA (either have the disease themselves or is a caregiver for someone with RA).

- Each blogger must embed the Honestly RA Content Capsule.
- Each blog post must include at least 3 survey statistics.
- Each blog post must share at least one personal story related to a survey statistic.
- Each blog post must include a disclosure sponsored message: "This post is part of a paid sponsorship by Regeneron and Sanofi Genzyme. All opinions are my own."
- Each social post must include #sponsored or #ad hashtags to align with FTC guidelines.
- Each blog and social post must be provided in a word document for the Sanofi Genzyme/Regeneron medical/legal/regulatory team's approval and cannot be posted until approval is received.
- Each blogger must be able to turn comments off on their blog post.
- Each blogger must drive to their blog post twice via owned social media channels (Facebook and Twitter) using #HonestlyRA hashtag.
- Each post will NOT mention any branded products or treatments. Additionally, the posts flanking this one (the one posted before and after) cannot mention any branded pharma products related to RA.
- Blog and social media posts cannot go live until they are fully approved (i.e. approval will be shared via email by agency on behalf of Sanofi Genzyme and Regeneron teams).
- Each blogger will respond to direct messages that mention a brand as noted in the AE reporting outlined below on page 2.
- Publish your post by given deadline (following full approval).

Should a blogger receive a direct message that includes any brand/generic mention or report of an adverse event associated with a product, the blogger will alert Bloggy Moms within 24 hours and respond with the below message:

Hi XXXX –

Thank you for your [question/comment] to my post, which was a sponsored post by Regeneron Pharmaceuticals and Sanofi Genzyme. The opinions in the blog are my own.

In order to best respond to your [question/comment], I have forwarded your message to Sanofi Genzyme and Regeneron. You may be contacted by a representative from either organization for further information.

Should a blogger receive a direct message that includes any mention of sarilumab, the blogger will alert the Bloggy Moms within 24 hours and respond with:

Hi XXXX –

Thank you for your [question/comment] to my post, which was a sponsored post by Regeneron Pharmaceuticals and Sanofi Genzyme. The opinions in the blog are my own.

In order to best respond to your [question/comment], I have forwarded your message to Sanofi Genzyme and Regeneron. You may be contacted by a representative from either organization for further information.

If you, or someone you know, have possibly experienced a side effect while taking any Sanofi Genzyme or Regeneron product, please contact Sanofi at 1-800-633-1610 and select option 2 and contact Regeneron at 1-844-REGN-MID (1-844-734-6643).

You are also encouraged to report negative side effects of prescription drugs to the FDA. To do so, visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please note when an AE comes to the attention of Edelman via Bloggy Moms, Bloggy Moms' 3rd Party PR or the blogger, we will ensure that the appropriate AE reporting forms are submitted.