

Virtual Reality Congress Booth Solution for AbbVie



Date: July 2016



CHALLENGE:

To develop an innovative and engaging Virtual Reality (VR) Solution for The European League Against Rheumatism (EULAR) Congress, bringing to life patients' stories spanning 3 of HUMIRA's 12 indications*. The goals and objectives of the AbbVie HUMIRA Global Brand Team were to:

1. Help illustrate and personalize patients' experiences for healthcare professionals (HCPs). Show the challenges of living with rheumatoid arthritis, ankylosing spondylitis, and psoriatic arthritis.
2. To facilitate meaningful interactions at the booth between HCPs and the HUMIRA brand representatives.
3. To stand out on the event floor using a program that differentiates the client's exhibit from the competition and attracts large numbers of booth visitors, with a specific goal of 500 participants.

Client Testimonial

"...I found that Viscira has a great combination of leading technical expertise, insightful story development and terrific client service that makes them an ideal partner for this kind of project to create an engaging and memorable experience for healthcare professionals."

David Smith,
Global Senior
Marketing Manager
- Humira Rheumatology

*Humira (adalimumab) is a TNF inhibitor approved for the treatment of 12 indications including rheumatoid arthritis, chronic plaque psoriasis, Crohn's disease, ankylosing spondylitis, psoriatic arthritis, and polyarticular juvenile idiopathic arthritis.

SOLUTION:

Viscira developed an innovative interactive virtual reality program utilizing live-action video, unique cinematography, 3D animation, and modern graphic design using the Samsung Gear.

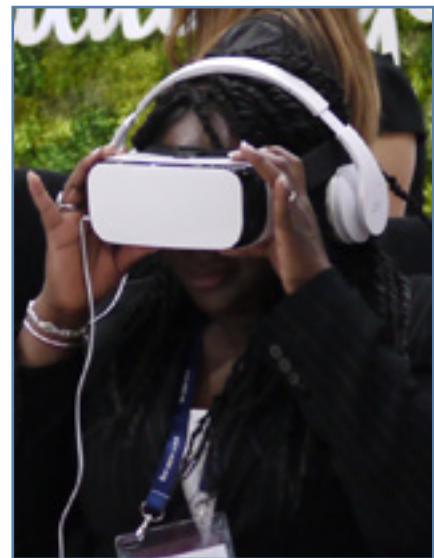
The Humira VR Program also offers the ability to look around and explore a full 360-degree immersive view of each environment, as patients recount their personal stories and journeys with their conditions.

Stats and Results

Exceeded engagement benchmark more than 100% - attracted over 1,000 participants

RESULTS:

The AbbVie Virtual Reality Congress Solution was first deployed at The European League Against Rheumatism in London on June 8–11, 2016. The tool went above and beyond its stated objective by exceeding its booth engagement benchmark more than 100%! The average duration of a participant's experience with the program was also an impressive 8 minutes. We have included a quote from our client, some of the reactions from the HCP viewers, as well as some meaningful metrics.

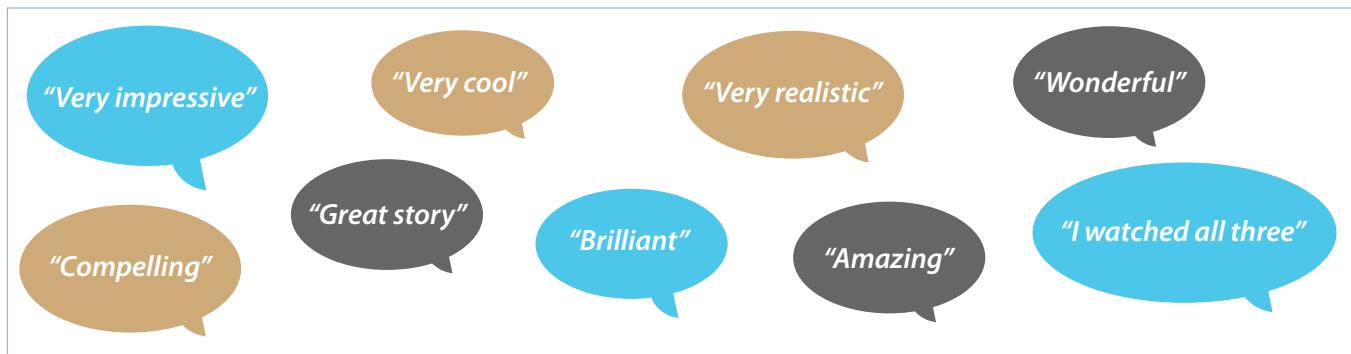


Client Quote:

"As a marketer in pharmaceuticals there are few bigger opportunities to speak to healthcare professionals than at a major scientific congress. However, this environment, more than any other, also brings home the competitive environment that you operate in. Getting your message heard amongst all the noise in an exhibition hall is one of the greatest challenges we face in our annual plan. Virtual Reality, when used effectively, can be an excellent medium to convey a clear and compelling message at such an event. This has not escaped the notice of our industry, and at a congress there is now no shortage of VR offerings at exhibition booths. It is therefore important to choose a partner to allow you to stand out from the crowd. Here, I found that Viscira has a great combination of leading technical expertise, insightful story development and terrific client service that makes them an ideal partner for this kind of project to create an engaging and memorable experience for healthcare professionals."

David Smith, Global Senior Marketing Manager - Humira

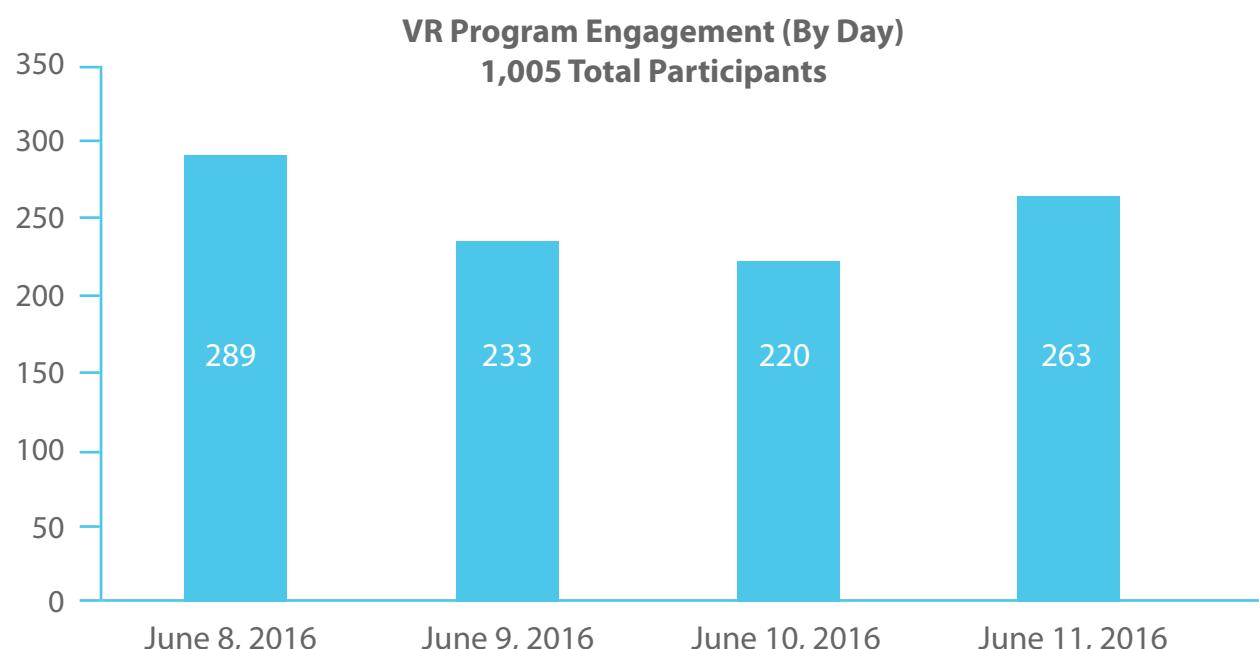
HCP'S REACTIONS:



In addition to the above first impressions, HCPs expressed a strong and positive connection to the patients' stories. The viewers enjoyed the integration of the live-action scenes and the feeling of being part of the patients' daily life experiences. They also appreciated hearing the stories in the patients' voices. Many HCPs relayed feelings of empathy with respect to diagnosis and treatment time.

METRICS:

Virtual Reality Program Engagement	
Target No. of Participants	500
Actual No. of Participants	1,005
Average Experience Duration	~ 8 minutes



LEARN MORE: To learn more about virtual and augmented reality solutions from Viscira, please contact our Business Development team at sales@viscira.com.