

THE ADBRY/ADTRALZA ADVANTAGE: **CREATING THE NEXT LONG-TERM RELATIONSHIP IN AD**



LEO Pharma RFP Response
FEBRUARY 3, 2023



WITH
YOU
TODAY



NEW JERSEY



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Client Relationship Lead



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GHMC: Designed to Make a World of Difference

In a world of sameness among agency networks, ours sits alone

100%
focused on
Healthcare



While other agencies and networks showcase their global footprint, none rival the laser-focused, sector-specific capabilities of GHMC. We are all health. All the time. All around the world.

Fully Integrated
Marketing and
Communications
Capabilities



From patient engagement to medical communications to clinical trial recruitment and advertising, GHMC services span the spectrum of healthcare in more than a dozen disciplines.

100%
Independent
Agency Network



Clients around the world recognize the independent advantage at a local level, but only GHMC levels up-- providing expertise locally, regionally, and globally.



Integrated capabilities power the GHMC partnership

From market research to full creative services, medical communications to clinical trial recruitment, **GHMC experts achieve reach and resonance**

- ✓ Patient & HCP engagement
- ✓ Clinical trial recruitment and retention
- ✓ Creative design
- ✓ Advertising

- ✓ Executive visibility
- ✓ Corporate communications
- ✓ Internal communications
- ✓ Global issues and crisis management

- ✓ Advocacy development and relations
- ✓ Disease awareness campaigns
- ✓ Public affairs

- ✓ Medical education
- ✓ KOL development
- ✓ Meetings and event management

- ✓ Data and regulatory milestones
- ✓ Media relations
- ✓ Product launches
- ✓ Digital and social media strategy

We have deep experience in dermatology & immunology

From preparing markets for novel treatments to launching products in crowded conditions like psoriasis, our agency and team have the right experience to hit the ground running with LEO



abbvie



**We told you we are
believers in the power of
story...so here we go!**



8 seconds...

The human attention span has fallen to **8 seconds**, 1 second less than a goldfish.



Storytelling is the **science** of sustained attention.



Mein süßes Kindchen
auf dieser Seite ist
dein Brief an mich
zu sehen. Ich habe
dein Brief an mich
gelesen und bin
sehr glücklich.
Ich liebe dich
sehr sehr.

2. Brief

Ich liebe dich

Ich liebe dich
sehr sehr.

A Love Story



CHAPTER 1:

When dermatologists met DUPIXENT...

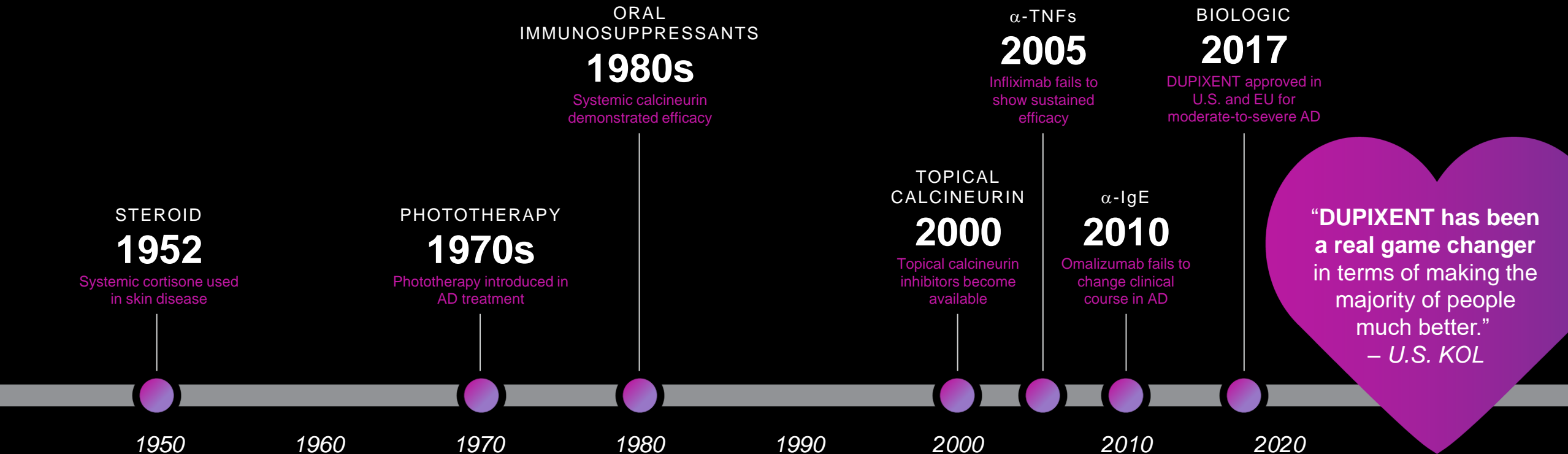




Every patient is a DUPIXENT patient first.

– U.S. KOL

Biologics were transformational for the treatment of atopic dermatitis and the dermatologists who treat it



MILESTONES OF ATOPIC DERMATITIS TREATMENT

“I always remember before DUPIXENT came out, one of our first patients who took it did really well, who at the time I think was 13, was very depressed, covered with scaly lesions, crust, and **a couple of years later she was really mostly clear, and her whole affect had changed.**”

– *U.S. dermatologist*

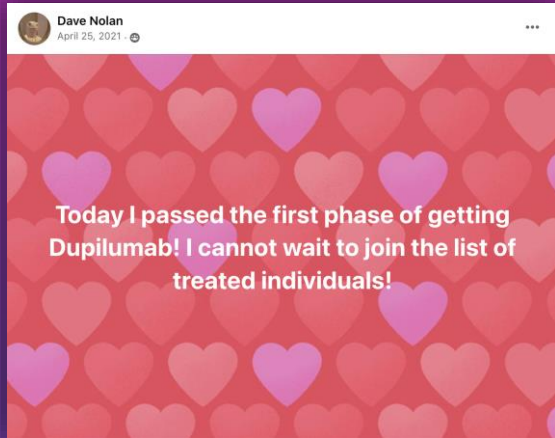


“We have so much experience with
DUPIXENT that pretty much that's been
our go-to for years and it works...”

– *U.S. dermatologist*



And dermatologists were feeling the love from their patients



August 21, 2021 · 🌐

Y'all dupixent is amazing! It hurts like hell administering but I cannot believe the relief I've already found in 2 weeks. I'm a nurse and I constantly dread how much I have to wash my hands at work. That is where I had eczema the worst. I have to say the last few days I've barely thought about my hands/skin which is LIFE CHANGING! I used to obsess over whether or not I had lotion with me, should I wash the dishes, weed my garden? I think I'm in this for the long haul. Even my face is starting to clear up. 🥰🥰🥰

21 25 comments

Been on it since November and been **a life changer for me! Was born with it!** Itching has 99.9% gone depends on the humidity (I live in south Louisiana) drying is 90% better no side effects

Like Reply 2y

I've Had 4 injections and this medicine has **changed my whole life!!!** My hair has thinned a bit but it's ok. I'm so much happier!!!! I CAN WEAR SHORTS NOW!!! Yeaaa

Like Reply 2y

dupixent saved me. still use cetaphil because my skin is dry. especially after washing my hands. but good luck. i had atopic dermatitis for 30 years before i got on Dupixent.

Like Reply 6h

Dupixent was a life changing drug for me. do still have few minor flareup n cold sores around my lips but compared to my previous 27 years off suffering its nothing.best of luck

Like Reply 2y

Worked wonders for me

Like Reply 2y

Best thing I did. 4 years going strong!

Like Reply 5w

I've been on it for about 6 months now **it's the best thing I could of did** the itching has stopped and so have the flare up I feel and look so much better

Like Reply 2y

I was against taking dupixent at first because I didn't want to be broke. It's like, \$36,000+ a year. Insurance mostly covered it, and Dupixent MyWay covered the rest thankfully.

This drug was life-changing. I felt a significant decrease in itching within the first 48 hours after the loading dose. My coworkers know how miserable I was, and knew I would call off work when it got really bad. Just yesterday, I took my mask off to drink something and one of them said my skin looked so much healthier.

I will say, that after my loading dose, even though the itching on my severe facial eczema had subsided— my forearms got really red and hot. And my scalp was so flakey. Both side effects are pretty much gone. I'm going to take my 3rd dose on Monday the 27th.

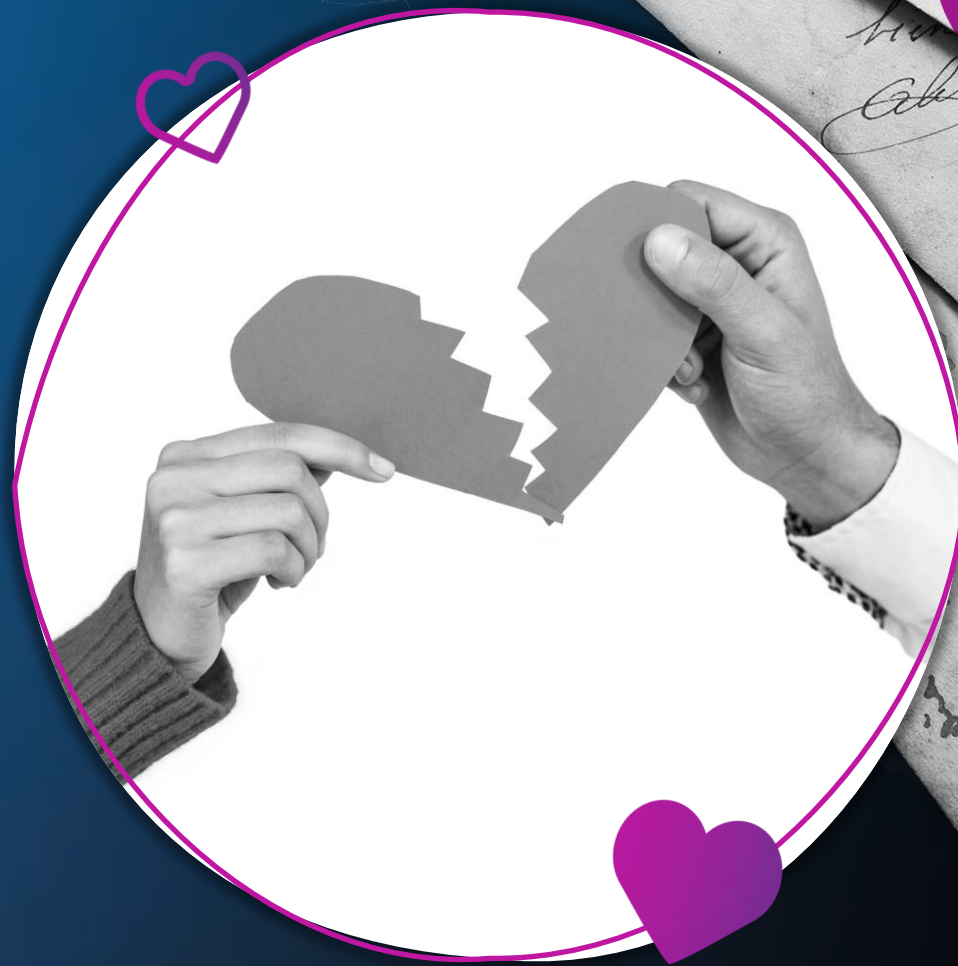
Like Reply 2y

Depuis maintenant mars 2021 j'ai décidé de commencer ce nouveau traitement qui sont des injections de Dupixent toutes les deux semaines (dupimulab), et bien je peux vous le dire sans hésitation cela a changé ma vie. C'est à partir de ce moment que j'ai commencé une nouvelle vie pouvant enfin vivre totalement libéré de cette maladie qui disons le, est atroce.

Since now March 2021 I have decided to start this new treatment which are injections of Dupixent every two weeks (dupimulab), well I can tell you without hesitation it has changed my life. It was from this moment that **I started a new life that could finally live** totally free from this disease which, let's say it, is atrocious.

CHAPTER 2:

Putting their love to the test...



Cracks are starting to emerge...

ORIGINAL ARTICLE

T Helper 2 IL-4/IL-13 Dual Blockade with Dupilumab Is Linked to Some Emergent T Helper 17-Type Diseases, Including Seronegative Arthritis and Entesitis/Enthesopathy, but Not to Humoral Autoimmune Diseases

Charlie Bridgwood¹, Miriam Wittmann^{1,2,3}, Tom Macleod¹, Abd Kanchan Bhan⁴, Howard Amital^{5,6}, Giovanni Damiani^{6,10,11}, Sam Nicola Luigi Bragazzi^{11,12} and Dennis McGonagle^{1,2}



CASE REPORT

Acceleration of cutaneous T-cell lymphoma following dupilumab administration



Review > Int J Hematol. 2022 Sep;116(3):446-452. doi: 10.1007/s12185-022-03330-y. Epub 2022 Mar 30.

Discordant lymphomas of classic Hodgkin lymphoma and peripheral T-cell lymphoma following dupilumab treatment for atopic dermatitis

Kumi Nakazaki¹, Mina Yoshida¹, Yosuke Teruyoshi Hisamoto³, Megumi Yasunaga

> Am J Clin Dermatol. 2023 Jan 10. doi: 10.1007/s40257-022-00749-1. Online ahead of print.

Development of Cutaneous T-Cell Lymphoma Following Biologic Treatment: A Systematic Review

Lauren Schaefer¹, Nneka Comfere^{2,3}, Olayemi Sokunbi^{4,5}

International Journal of
Dermatology

Review

Cutaneous T-cell lymphoma following dupilumab use: a systematic review

Ariel Park¹, BS, Lulu Wong¹, MD, Annalise Lang¹, BS, Christina Kraus², MD, Nancy Anderson¹, MD and Ashley Elsensohn¹, MD, MPH

Dupilumab-associated psoriasis and psoriasiform dermatitis in patients with atopic dermatitis.

Casale F, Nguyen C, Dobry A, Smith J, Mesinkovska NA.

Australas J Dermatol. 2022 Aug;63(3):394-397. doi: 10.1111/ajd.13846. Epub 2022 Apr 23.

PMID: 35460570 No abstract available.

> J Eur Acad Dermatol Venereol. 2023 Jan 16. doi: 10.1111/jdv.18864. Online ahead of print.

Dupilumab treatment for severe atopic dermatitis in children and SARS-CoV2 infection: a combination of triggers for psoriasis

C Colonna¹, P B > J Am Acad Dermatol. 2022 Mar;86(3):708-709. doi: 10.1016/j.jaad.2021.05.013. Epub 2021 May 19.

Development of psoriasis during treatment with dupilumab: A systematic review

Arthritis and entesitis during dupilumab therapy completely remitted by celecoxib.

Komaki R, Miyagaki T, Nakajima K, Mitsuishi S, Kishi A, Miyano K, Okano T, Takeuchi S, Suzuki S, Kadono T.

J Dermatol. 2021 Jun;48(6):e279-e280. doi: 10.1111/1346-8138.15872. Epub 2021 Mar 28.

PMID: 33778985 No abstract available.

JAAD Case Rep. 2022 Mar; 21: 14–18.

Published online 2022 Jan 6. doi: [10.1016/j.jdcr.2021.12.011](https://doi.org/10.1016/j.jdcr.2021.12.011)

PMCID: PMC8814740

PMID: [35141380](https://pubmed.ncbi.nlm.nih.gov/35141380/)

Review of dupilumab-associated inflammatory arthritis: An approach to clinical analysis and management

[Ryan Jay](#), BA, BS,^a [Jaimie Rodger](#), DO,^{a,b} and [Matthew Zirwas](#), MD^{a,b,*}

...side effects that appear after the honeymoon phase leave patients devastated.

WONderful. I hope it works for you! I am just got off Dupixient due to side effects. I was on it for about 4 years. It worked wonderful at first! I just started adby yesterday. Praying for relief! Good luck on your journey

4w Like Reply 1 🙏

which side effects did you have please if you don't mind me asking

4w Like Reply

cold sores, facial flares, eye pain and irritation

4w Like Reply

yes I heard about the eye pain and irritation when I looked it up. The side effects are what made me not do it for my son. I'm sorry you are going thru that.

I've suffeed severe AD since I was a child. I was on dupixent for several months. Everything from the neck down became crystal clear but my face developed large awful raised rashes. I had to stop 🙏

2y Like Reply 1 🙏

December 18, 2018 · 🌐

Hi everyone! New to this group but was wondering if anyone uses Dupixent? I've been on it for about 6 months and in the beginning it changed my life for the better. But within the last two months my eczema has gone to my face and all down my neck like never before and it seems to worse than ever 😞. So damaging to my mental health to the point I don't want to be in public while my skins like this which has been constant for about 2 months. Thanks in advance!

👍 🙏 3

June 19, 2021 · 🌐

Hi! I've been taking my dupixent shots for almsot three months and recently I've gotten a really bad rash on my neck chest and face and upper arms. It's been helping my asthma a ton but i dont know what else to do for my skin. Any suggestions ?

Ashley Schrantz my husband developed serious eye issues too. He had to stop it...

Like Reply 2y 🙏

I, too had serious eye complications! John Hopkins referred to this as "conjunctivitis like eye infection" and said to stop immediately. Although this is only a side effect and dosen't occur with everyone.

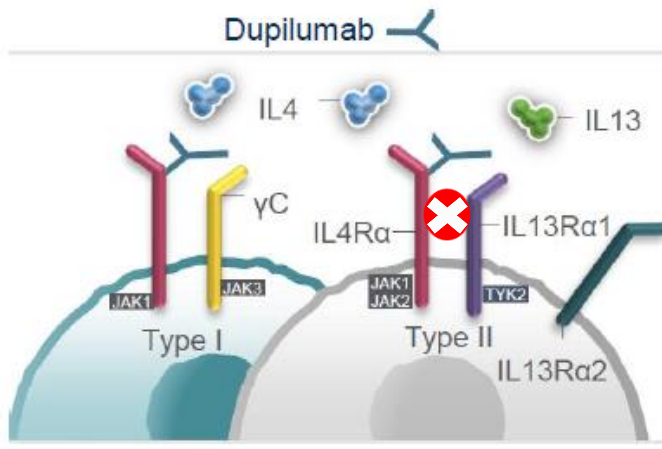
Like Reply 2y

November 8, 2021 · 🌐

Hi, I'm coming to y'all because no one else understands. I've been struggling with eczema my entire life, I've tried every single topical steroid, protopic, eucrisa, antihistamines, allergy testing, vitamin deficiency testing, biopsies, bleach baths, oatmeal baths, ACV baths, various vitamins, UV light therapy, wet wraps.. and now dupixent. I've been on dupixent for 6 months. Up until these last two weeks I was flare free. I remember crying in relief because somethinf was finally working. Now I'm crying because I've lost all hope again. My face hurts. My body hurts. I can't eat without it burning my lips. I can't drink without a straw because it burns my lips. Ive woken up every morning contemplating whether or not I even want to keep fighting. I can't get this flare down, and I went to my derm today who prescribed me antibiotics because the flare on my face has become infected. Please someone tell me what the point of fighting is, when this is incurable? There is no cure. There isn't even 100% effective treatment.

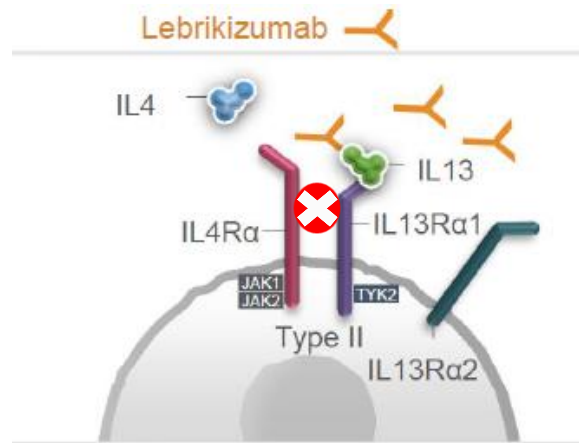
So, what's the opportunity of
SINGLE vs DUAL
pathway inhibition in AD?

Is the story about specificity for IL-13 OR specifically blocking only the IL-13 pathway?



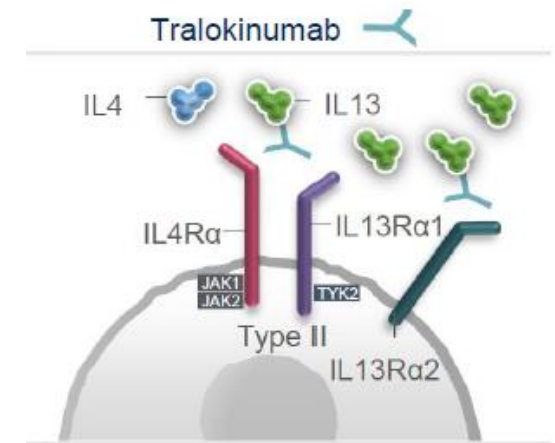
IL-4 & IL-13

Dual pathway blockade!



IL-13

Dual pathway blockade?



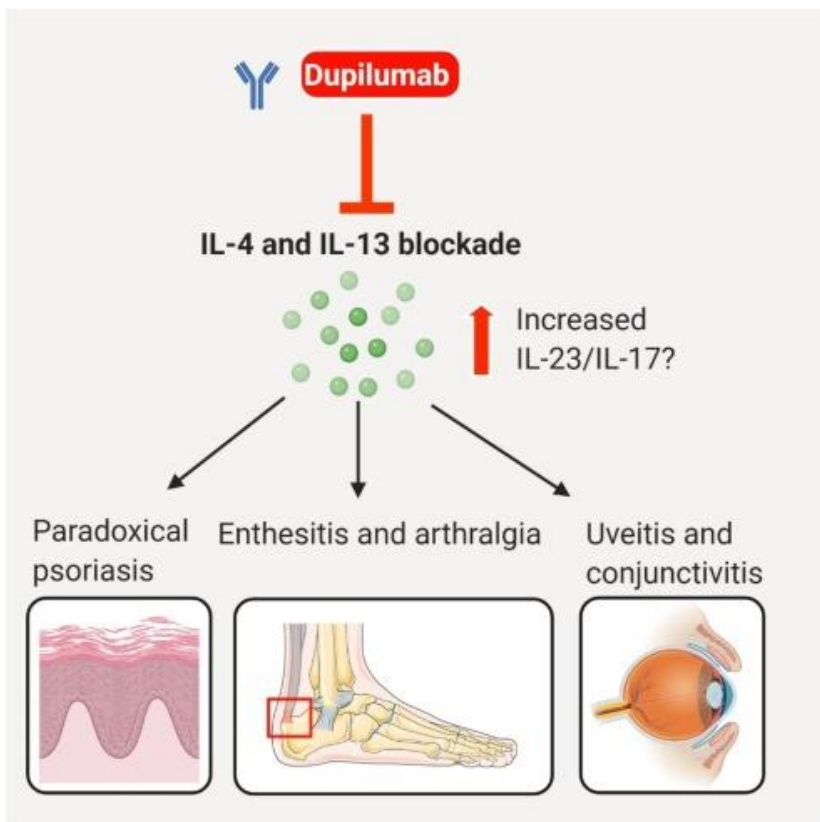
IL-13

Single pathway blockade!

Real-world evidence suggests the dual pathway inhibition may be at the heart of the problem



IL-4/IL-13 inhibition may result in upregulation of IL-17 and IL-23¹



Adverse drug reactions (ADRs) related to dupilumab administration stratified according to the organ/system affected²

ADR	ADR reports (N)	Percentage (%)
Skin and subcutaneous tissue disorders	23,554	62.23
General disorders and administration site conditions	17,634	46.59
Eye disorders	12,147	32.09
Injury, poisoning and procedural complications	11,945	31.56
Infections and infestations	6,984	18.45
Respiratory, thoracic and mediastinal disorders	3,541	9.36
Musculoskeletal and connective tissue disorders	3,452	9.12
Nervous system disorders	3,306	8.73
Gastrointestinal disorders	2,817	7.44
Psychiatric disorders	1,958	5.17
Investigations	1,530	4.04
Immune system disorders	909	2.4
Surgical and medical procedures	901	2.38
Vascular disorders	570	1.51
Product issues	465	1.23
Blood and lymphatic system disorders	431	1.14
Neoplasms benign, malignant and unspecified (incl cysts and polyps)	378	1
Cardiac disorders	313	0.83
Metabolism and nutrition disorders	297	0.78
Reproductive system and breast disorders	230	0.61

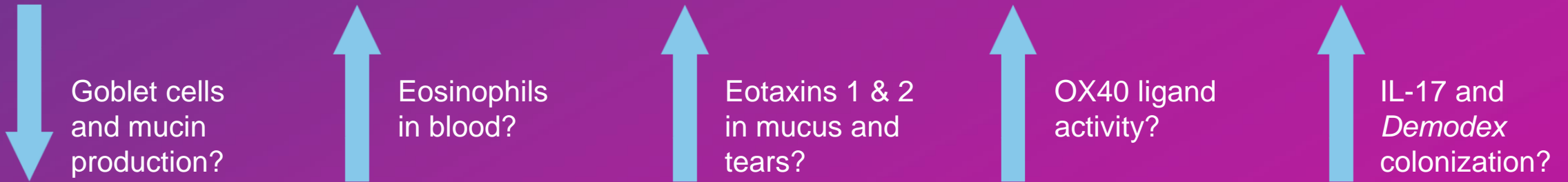
94,065 ADRs from 37,848 unique reports were included and analyzed (up to 9 March 2021)

The safety experience in the real-world vs clinical trials doesn't match up for dupilumab

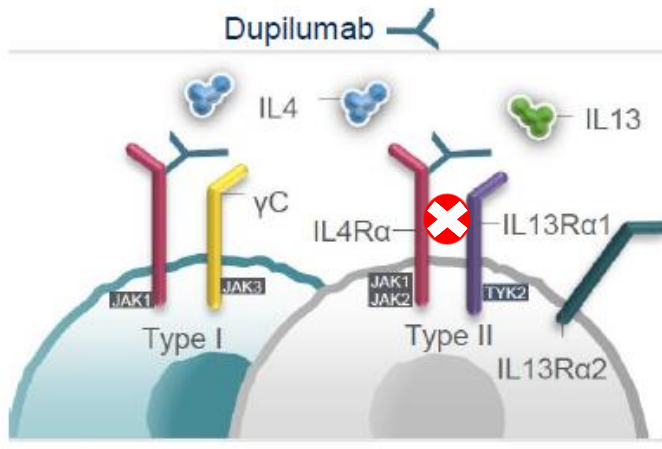


IL-4 signaling inhibition may be the culprit for what we see happening in the eye

IL-4 INHIBITION



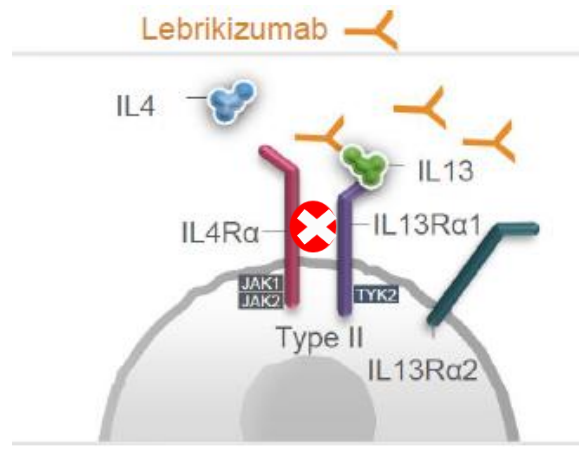
The benefit of blocking only IL-13 signaling



IL-4 & IL-13

Dual pathway blockade!

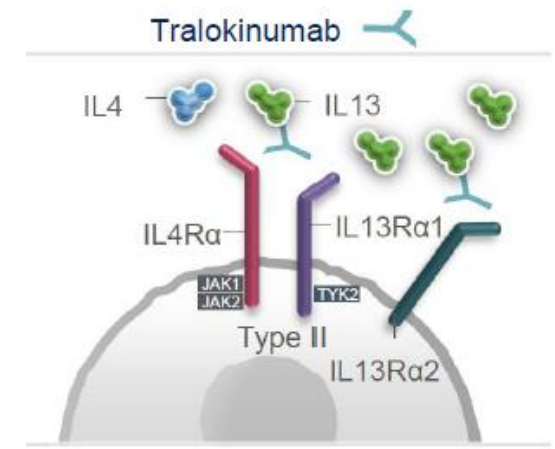
3 yrs 10.7% (N=1491)
Dupi every 2 weeks



IL-13

Dual pathway blockade?

16 weeks 7.6% (N=563)
Lebri every 2 weeks



IL-13

Single pathway blockade!

ECZTEND (3 yrs) 3.8% (N=1174)
Tralo every 2 weeks

Similar reports of conjunctivitis

CHAPTER 3:

**Breaking up is
hard to do...**



To start, we wanted to get inside the mind of the dermatologist

- DUPIXENT made me a hero to my patients with AD, and after using it for 5 years, I'm even more convinced of its value
- Not only does DUPIXENT treat AD, but it can be used for those patients with other type 2 conditions
- It's nice that ADBRY/ADTRALZA is another biologic option, but it doesn't change how I feel about DUPIXENT
- Even when pressed, I don't really know who the right patient is for ADBRY/ADTRALZA

THINK & FEEL

- Colleagues talk about using ADBRY/ADTRALZA successfully and many use it when their patients fail on DUPIXENT
- Some patients are discontinuing DUPIXENT due to tolerability issues, but I haven't seen this in my practice
- IL-13 due to its specificity may have less off-target effects

HEAR



HCPs (Derm)

SEE

- I see more communications and have more rep interactions with DUPIXENT than ADBRY/ADTRALZA
- Published papers are showing off-target effects of DUPIXENT
- ADBRY/ADTRALZA access can place a burden on my staff and patients

SAY & DO

- Patients seem happy with DUPIXENT, so I keep prescribing it
- I can manage the side effects for my patients as long as they are having success on DUPIXENT
- The ADBRY/ADTRALZA MOA differentiation is just marketing

PAIN

Needing to change biologic therapies for a patient who's made progress is deflating for them and more work for me.



GAIN

I want to start with something that I can stay with. Any treatment change can cause issues as AD is chronic and may reassert itself. I need to plan for the chronic nature of AD.



And understand the best way to connect



Empathizer
Patient-focused



Analyzer
Data-oriented



Innovator
Early adopter



Traditionalist
Efficiency-focused

I PAY ATTENTION TO

RWE patient data / patient
experience, KOLs

MOA / efficacy / tolerability
data, KOLs

KOLs, peers, efficacy /
tolerability data

Product information, long-term
tolerability data

I GET MY INFORMATION FROM

Journals, congresses, salesforce, Google/online, social (Twitter, TikTok), HCP trade media

I'M INTERESTED IN

Patient case studies, product
support programmes/assets

Congress activity, access to
scientific information /
manuscript explainers

Brand collateral (website etc.),
access to KOLs

Sales rep activities, RWE
on efficacy/tolerability

**Now that we
understand their
motivations, how do
we attract their
attention?**



10 TYPES OF CHALLENGERS:

We believe *Irreverent Maverick* provides fertile ground to be creative and grab attention



People's Champion

Core Strategic Thought:
A challenger that consciously sets itself up as on the side of the consumer, often specifically against the 'cynical' / fat cat market leader.

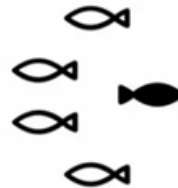
Example: Virgin



Democratizer

Core Strategic Thought:
A challenger that takes something previously exclusive (stylish, luxurious, expensive, hi tech), and makes it much more broadly available to the masses.

Examples: Target, IKEA, T.J.Maxx



Enlightened Zagger

Core Strategic Thought:
The enlightened brand deliberately swimming against the prevailing cultural or category tide.

Example: Camper



Next Generation Challenger

Core Strategic Thought:
That was then, but this is now. New times call for new brands and services.

Examples: PayPal, Audi



Game Changer

Core Strategic Thought:
A brand and product with an entirely new perspective on the possibilities of a category, which invites us to participate in a whole new way.

Examples: Apple, Netflix, Uber



Missionary

Core Strategic Thought:
A challenger fired up with a view about the world it has to share, wearing a strong sense of purpose on its sleeve.

Examples: REI, Al-Jazeera



Irreverent Maverick

Core Strategic Thought:
Poke beige in the eye. Challenge status quo with some wit and humor.

Examples: Dollar Shave Club, Red Bull



Real & Human Challenger

Core Strategic Thought:
A 'real' people brand in a faceless category. Sometimes real people visible behind the brand. Often accompanied by the perception of 'small' in stature.

Examples: Airbnb, Sam Adams



Visionary

Core Strategic Thought:
Sets out higher vision of the brand benefit that transcends category nature.

Examples: Starbucks, Zipcar, Whole Foods



Feisty Underdog

Core Strategic Thought:
Stick it to Goliath (i.e. the market leader in the category).

Examples: Avis, Pepsi

We need to
**create a wedge in
the relationship**
between dermatologists
and DUPIXENT.

We need to
**make *time* a
critical factor**
in treatment choice.

To win, we need to

→ **make
long-term efficacy
+
tolerability
matter**



OUR CHALLENGER IDEA

ADBRY/ADTRALZA is built for the long haul in AD

ADBRY/ADTRALZA is the only biologic to address the long-term needs of patients with AD by specifically blocking the IL-13 signaling pathway, the main driver of pathogenesis in AD, *to ensure that it works where it should and not where it shouldn't.*

- ✓ The long-term safety profile (three years) was favorable and consistent with the previous controlled studies with **no new safety signals emerging**.
- ✓ Patients who consistently received ADBRY/ADTRALZA out to three years experienced a **sustained improvement in the extent and severity of their disease**.
- ✓ **Single vs dual** signaling pathway inhibition by specifically targeting and neutralizing IL-13, a key driver of disease severity in AD.
- ✓ Patients also experienced sustained improvements in itch, sleep, and life quality outcomes over three years.
- ✓ Approximately 1/3 of patients who continued with ADBRY/ADTRALZA out to three years also reported a lower use of TCS.
- ✓ Only biologic with a flexible dosing option of a Q4W maintenance dosing for appropriate patients.
- ✓ No requirement for lab testing or ongoing lab monitoring.

CHAPTER 4:

Creating an everlasting love...



Global Creative Considerations

Due to our large independent network and global footprint, we were able to source feedback from our GHMC partners in developing the creative concepts



Germany



Italy



Spain



UK

We vetted all creative concepts to ensure the following guiding principles were implemented when reviewing



Adaptability



Relevancy



Translation



Stopping/Staying Power

All creative features the ADBRY logo but would be adapted globally for ADTRALZA markets

CONCEPT 1

ANYTHING LESS IS LESS

When you subtract atopic dermatitis from a patient's life, you add more. More smiles. More trips to the beach. More time with friends. ADBRY/ADTRALZA adds proven safety and long-term tolerability to the treatment of AD.


Treating with anything less is less.

For adults with uncontrolled
moderate-to-severe
atopic dermatitis (AD)

DOES YOUR AD Tx ADD UP?

*This is Annie, being Annie.
Annie agreed to do this ad
because Annie has AD. And,
to treat Annie's AD for the
long-term, Annie's doctor
chose ADBRY.*

#LastingImpression


Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL
Adbry Adds Up

CONCEPT 2

LASTING IMPRESSION

When patients use ADBRY/ADTRALZA to treat their atopic dermatitis, they feel good in their skin—maybe too good.

For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

LESS

TOO MUCH


AD-

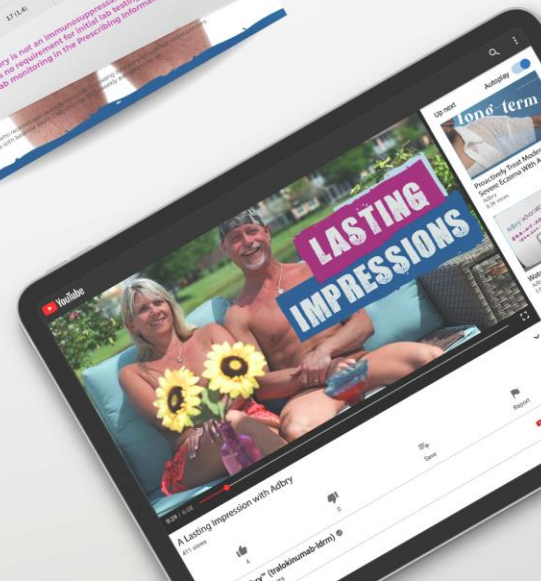
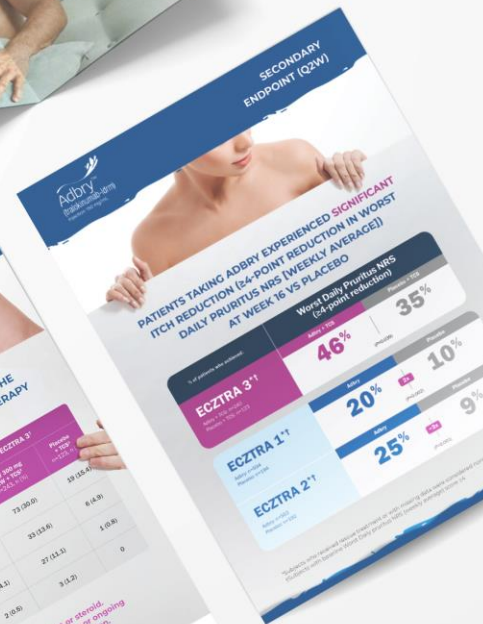
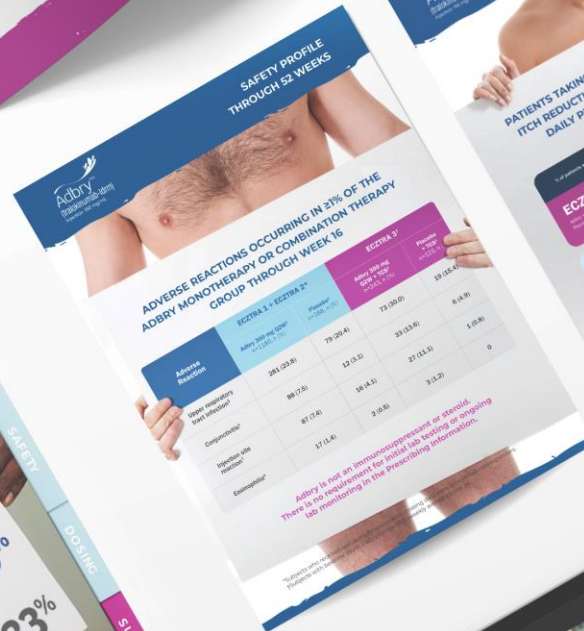
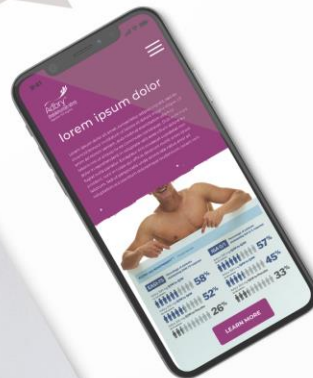
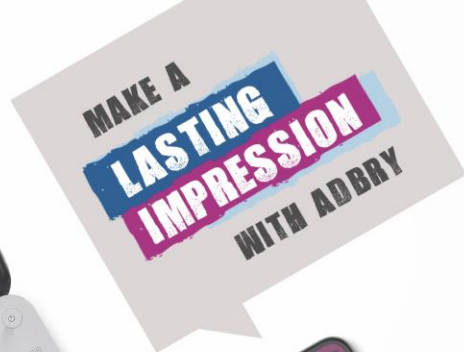
SKIN

MAKE A LASTING IMPRESSION WITH ADBRY

Terry's Story




Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL





INDICATION AND IMPORTANT SAFETY INFORMATION

ADBRY™ (tralokinumab-ldrm) injection is indicated for the treatment of moderate-to-severe atopic dermatitis in adult patients whose disease is not adequately controlled with topical prescription therapies or when those therapies are not advisable. ADBRY can be used with or without topical corticosteroids.



CONCEPT 3

THE BEAUTY OF STAYING POWER

Sure, atopic dermatitis is tough. But you know what's tougher than AD? ADBRY/ADTRALZA. Its powerful efficacy, safety, and tolerability can help patients feel confident and strong in their skin for the long-term. And that's a beautiful thing.



TOUGH ON ECZEMA, EASY ON PATIENTS

ADBRY is for adults with uncontrolled moderate-to-severe atopic dermatitis (AD).
It's time for strength and safety in numbers. ADBRY is the biologic that delivers long-term control without long-term compromise.

The beauty of staying power |


Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL

CONCEPT 4

MUCH NEEDED SPACE

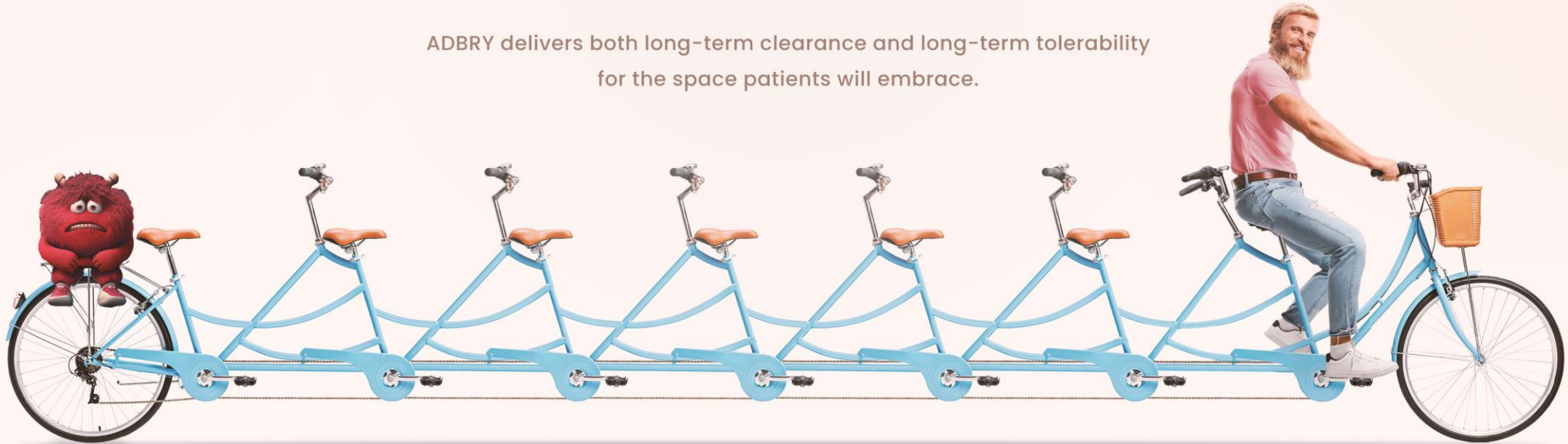
Atopic dermatitis can take up a lot of room in a person's life.

It's a relationship they'd much rather live without. With its proven efficacy and long-term tolerability, ADBRY/ADTRALZA can help put more distance between a patient and their AD.

For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

ENJOY A LONG-DISTANCE RELATIONSHIP.

ADBRY delivers both long-term clearance and long-term tolerability
for the space patients will embrace.

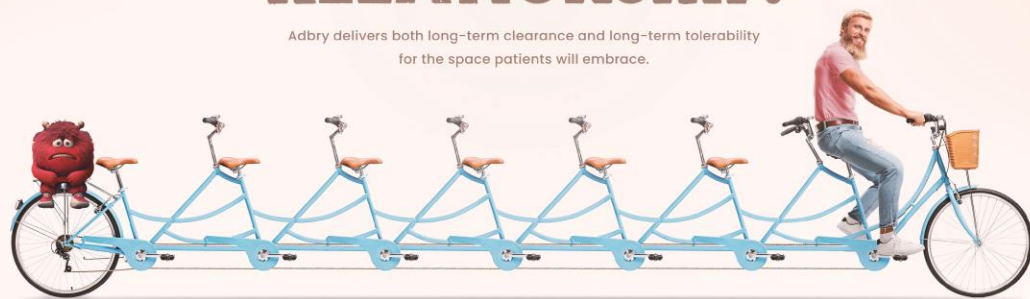


Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL

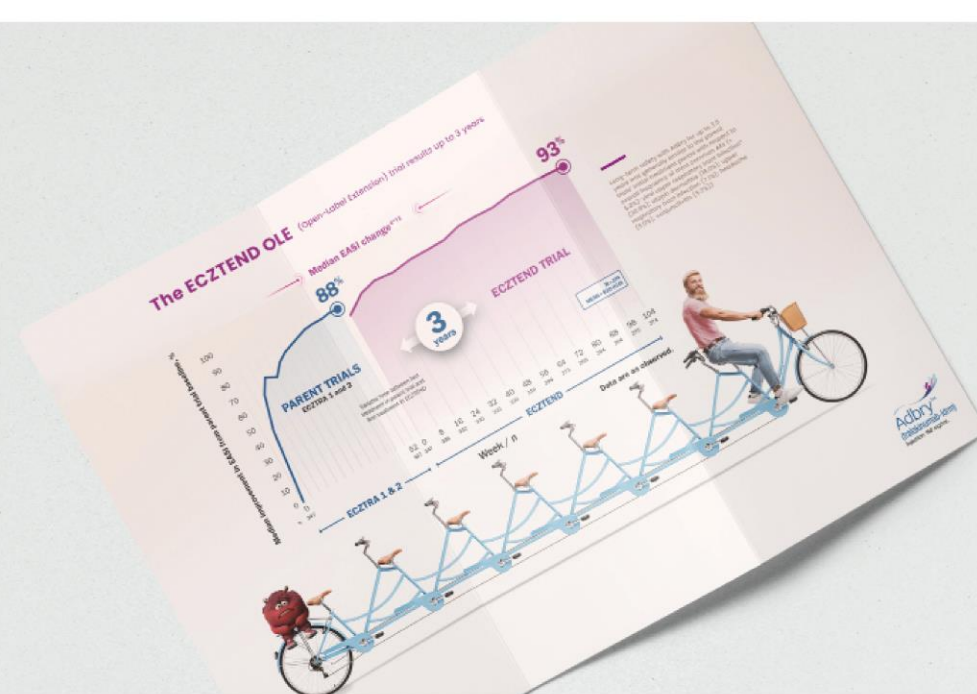
Help your adult patients with moderate-to-severe atopic dermatitis (AD)

ENJOY A LONG-DISTANCE RELATIONSHIP.

Adbry delivers both long-term clearance and long-term tolerability
for the space patients will embrace.



Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL



Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL



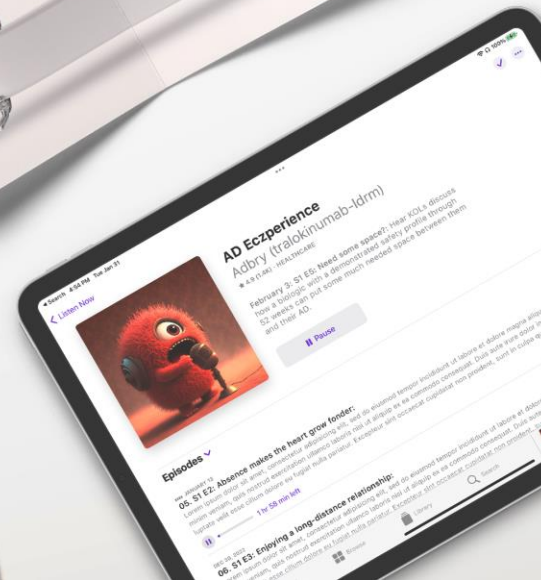
Help your adult patients with atopic dermatitis
**ENJOY A
IG-DISTAL
LATIONSH**

Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL





Need some space?



How's your relationship with AD?

ADAI



Adtralza®
(tralokinumab)



Adtralza®
(tralokinumab)



With Adbry, achieve lasting disease control for your patients at Week 32 and Week 52*

Help your adult patients with moderate-to-severe atopic dermatitis (AD)

ENJOY A LONG-DISTANCE RELATIONSHIP.

Adbry delivers both long-term clearance and long-term tolerability for the space patients will embrace.



For adult patients with uncontrolled moderate-to-severe atopic dermatitis (AD)

EFFICACY AND TOLERABILITY THAT GO THE DISTANCE

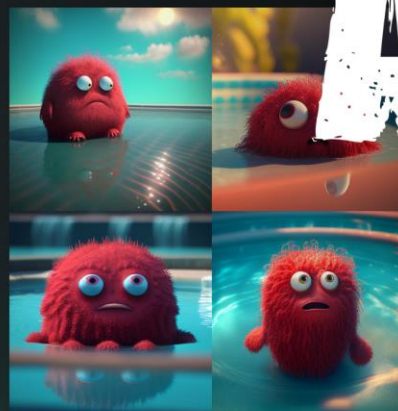
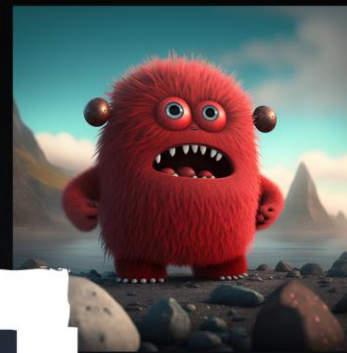
Adtralza®
(tralokinumab)

How's your relationship with AD?

ADAI



Adtralza[®]
(tralokinumab)



ADAI

For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

DOES YOUR AD Tx ADD UP?

This is Annie, being Annie. Annie agreed to do this ad because Annie has AD. And, to treat Annie's AD for the long-term, Annie's doctor chose ADBRY.
#LastingImpression

Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL
Adbry Adds Up

ONE

For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

LESS AD-TOO MUCH SKIN

MAKE A LASTING IMPRESSION WITH ADBRY

Terry's Story

Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL

TWO

TOUGH ON ECZEMA, EASY ON PATIENTS

ADBRY is for adults with uncontrolled moderate-to-severe atopic dermatitis (AD). It's time for strength and safety in numbers. ADBRY is the biologic that delivers long-term control without long-term compromise.

The beauty of staying power | Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL

THREE

For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

ENJOY A LONG-DISTANCE RELATIONSHIP.

ADBRY delivers both long-term clearance and long-term tolerability for the space patients will embrace.

Adbry™
(tralokinumab-ldrm)
Injection 150 mg/mL

FOUR

Concepts Deliver on Strong Stopping Power

“Well, it's definitely got a stopping power because you would stop and read it... it's not something that I would expect to see in a dermatological journal.”

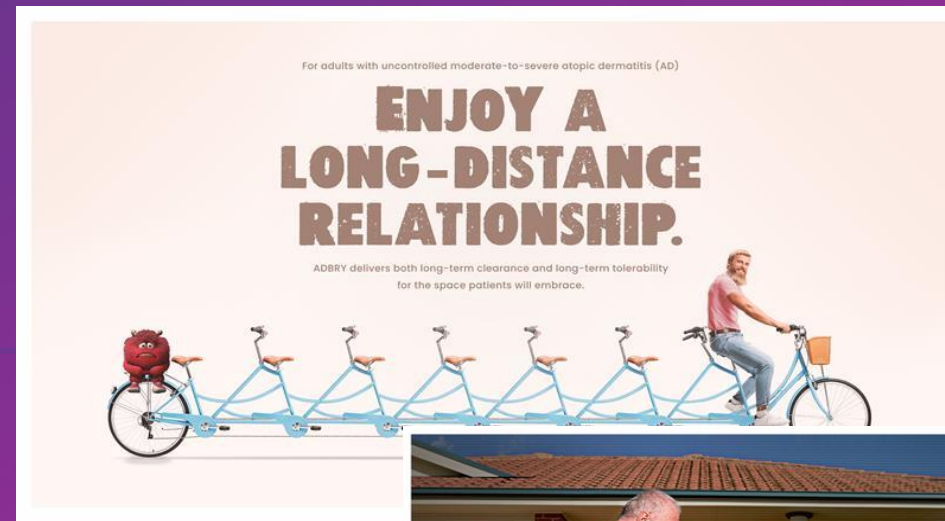
– U.K. Dermatologist

“It is memorable...making me want to learn more about the medication.”

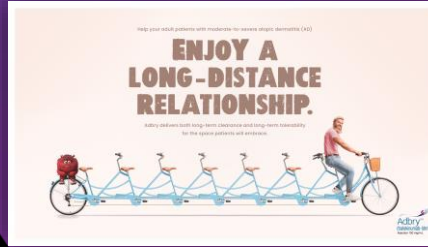
– U.S. Dermatologist

“These concepts are daring and out-of-the-box for the category.”

– Spanish Dermatologist



Some considerations we discussed with our GHMC partners



Much Needed Space

- Strong visual that communicates message regardless of language
- Speaks to derms desire to keep patients well and not needing to come back to the office
- Watch Out: monster could evoke virus/bacteria

Lasting Impression

- Strong, strategic tagline that will resonate globally
- Sure to grab attention in typically “dry” HCP channels
- Watch Out: activity (i.e., lawnmower) would need to be adjusted to be locally relevant

Anything Less Is Less

- Consider names (e.g., Axel vs. Adam) used for cultural relevance and connotations
- Watch Out: translation will need to consider how to drive impact without the alliteration

The Beauty Of Staying Power:

- Powerful and unexpected visualization, especially for HCPs
- Consider adding men to make it feel more representative
- Watch Out: potential to be interpreted as an underwear ad

Indicata per il trattamento della dermatite atopica (DA) da moderata a grave in pazienti adulti

MENO DA= PIU SCOPERTI CHE MAI

CON ADTRALZA MAI RISULTATI DURATURI

Adtralza®
(tralokinumab)

Para sus pacientes adultos con dermatitis atópica (D.A.) moderada a severa.

MENOS D.A.= DEMASIADA PIEL

CAUSA UNA IMPRESION DURADERA CON ADTRALZA

Adtralza®
(tralokinumab)

Für erwachsene Patienten mit mittelschwerer bis schwerer Neurodermitis

WENIGER AD= HAUT. MEHR

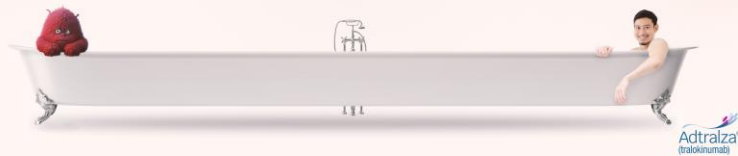
KANN SICH SEHEN LASSEN. MIT ADTRY.

Adtralza®
(tralokinumab)

Dal una mano ai pazienti adulti affetti da dermatite atopica (DA)
da moderata a grave

IL PIACERE DI UNA RELAZIONE A DISTANZA.

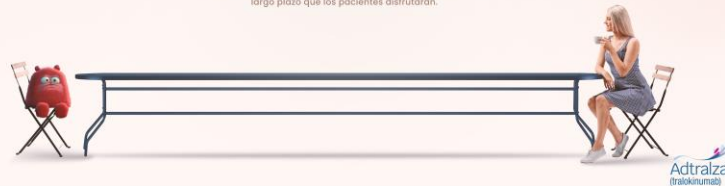
Adtralza offre sia una scomparsa delle lesioni a lungo termine che una tollerabilità
a lungo termine. Una "distanza" che lascia respirare i pazienti.



Ayuda a sus pacientes adultos con dermatitis atópica (D.A.) moderada a severa.

DISFRUTE DE UNA RELACIÓN A DISTANCIA.

Adtralza ofrece tanto una piel limpia así como una tolerancia a
largo plazo que los pacientes disfrutarán.



Helpen Sie Ihren erwachsenen Patienten mit mittelschwerer bis schwerer Neurodermitis

HALTEN SIE AD AUF ABSTAND.

Adtralza bietet eine langfristige Wirksamkeit und eine langfristige
Verträglichkeit für Ihre Patienten.



Global Activation

AFFILIATE ROLLOUT

- Empower local markets to adopt the campaign, adapt to local needs and roll-out
- Global launch for creative at Brand Planning Meeting
- Supporting materials for roll-out
 - ✓ Implementation guide / playbook
 - ✓ Editable assets and translations
 - ✓ Affiliate webinars
 - ✓ On-the-ground GHMC support regionally and nationally



Using our Challenger Brand mindset to re-invigorate and re-energize our sales teams

- ✓ Engage the sales teams through a global, regional and national meetings cascade
- ✓ Bring the new creative to life
- ✓ Invite inspirational / motivational speakers from a well-known challenger brand



Rep-led detail aid containing targeted user journeys, allowing sales team to dynamically select journey and slides ahead of customer meetings



Self-led detail aid built around targeted user journeys, with initial screener questions to create bespoke journey through data



Rep-triggered emails following customer meetings and with responsive user journeys to ensure personalization in content delivered



Leave behinds containing key data and insights based on dermatologist segmenting

CHAPTER 5:

Happily ever after...



As a challenger brand, hyper-targeting our customers is critical to our success



Identify the dermatologists
most likely to prescribe
ADBRY/ADTRALZA



Paint a picture for these
dermatologists as to who is an
ADBRY/ADTRALZA patient



komodohealth

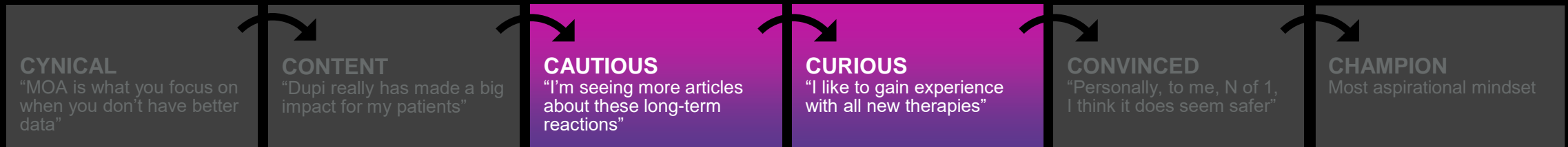


healthverity®

Pathway to success starts with identifying attitudes we can impact today

ADBRY/ADTRALZA is built for the long haul in AD

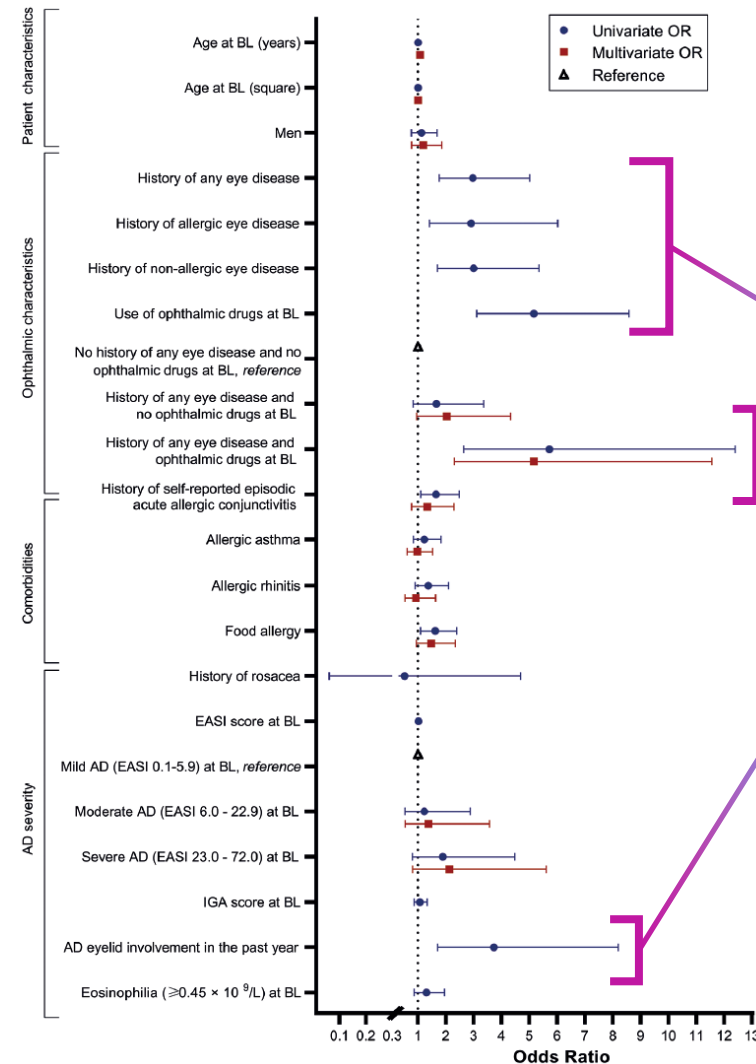
ADBRY/ADTRALZA is the only biologic to address the long-term needs of patients with AD by specifically blocking the IL-13 signaling pathway, the main driver of pathogenesis in AD, to ensure that it *works where it should and not where it shouldn't*.



As your strategic partner, we would work alongside you to align on these attitudes, identify the right key customers for ADBRY/ADTRALZA, and execute a precise marketing approach that will move customers along this attitude map and maximize ROI.

We recognize that no brand can get to the most aspirational attitude in one step—it is imperative that a clear attitude map is established with actionable steps, identifying the barriers and the strategies to overcome these barriers, in order to guide the brand along its path to success.

Risk factors for DUPIXENT-induced conjunctivitis may start to reveal a potential patient type



Do these patients become low hanging fruit for ADBRY/ADTRALZA?

Other considerations that start to widen the funnel:

- ✓ Patients who wear contact lenses?
- ✓ Patients with blepharitis?

**How do we help
dermatologists
identify who is
appropriate for a
first date?**



Adult AD

Adult AD only

Adult AD patients with
biologic safety concerns

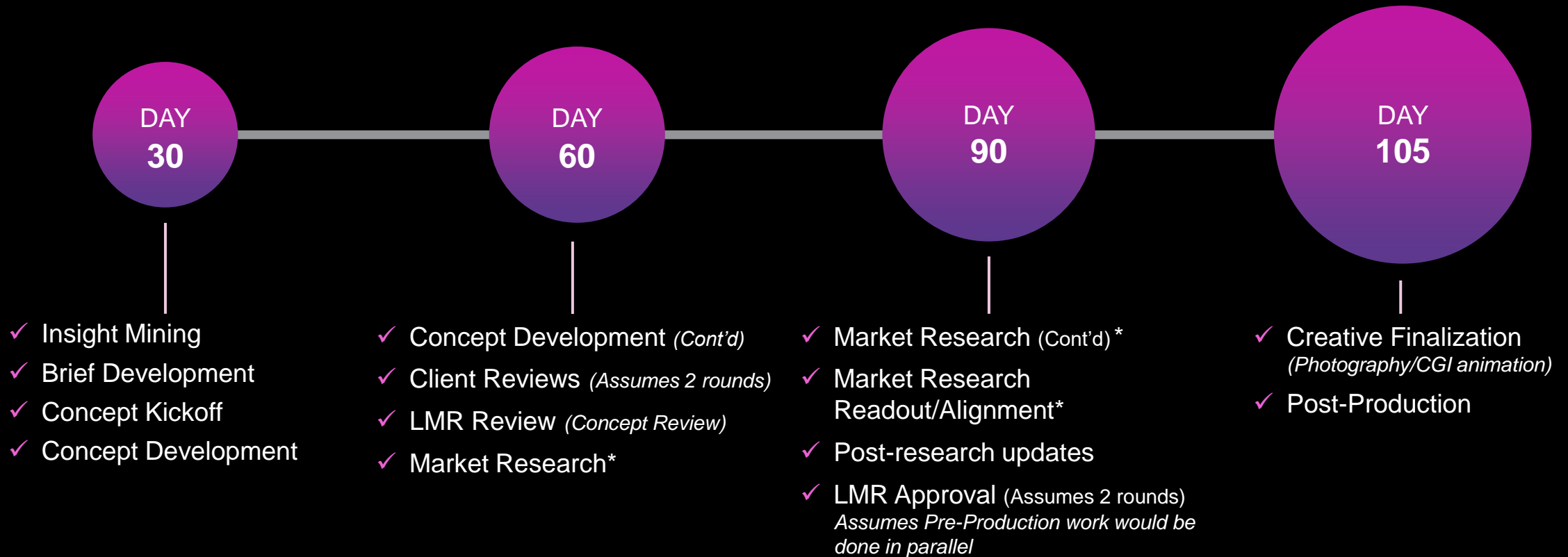
Adult AD patients with ocular
disorders (contact lenses?)



EPILOGUE:
Bringing our love
story to life...



How do we get a campaign in market this summer?



**Denotes timing dependencies with chosen market research partner/vendor*

High-touch for high function

Our team employs specific **program management** activities to prevent scope creep and align and deliver on expectations while managing and monitoring resources utilized

Achievable and realistic planning

- Scheduling/planning
- Workflow management
- Budget estimating and tracking

Balancing workload

- Assignments and prioritization
- Resource management
- Risk & change management

Communication cascade

- Team connectivity and alignment
- Internal and external expectation setting
- Cross-functional information sharing

Quality and compliance

- Fact-checking, editorial oversight and Veeva management
- Client MLR process and reviews
- Style guide and brand consistency

Your LEO Team

CORE TEAM



Maryrose Lombardo
Client Relationship Lead



Brandon Rabinowitz
U.S. Day-to-day Lead



Molly Stephenson
Global Day-to-day Lead



Melissa Malrechauffe
Account Support



Ken Guli
VP, Associate Director (Art)



Tony Hines
*VP, Associate Creative Director
(Copy)*



Seb Stokes
Global Creative Lead



Ross Fetterolf
Strategic Story Lead



Brett Care
Measurement & Analytics Lead



Christopher Pratt, PhD
Scientific Strategy



Adela Garcia
Brand Strategy



Shawn Mattison
Program Manager, CTO

SENIOR COUNSEL



Michelle Strier
Chief Strategy Officer



Chetan Vijayvergiya, PhD
Chief Scientific Officer



Orin Puniello
SVP, Research and Analytics



Tim Goddard
President, GHMC



Kelly Cacioppo
Biopharma Practice Lead



Modesto Rodriguez
Creative Art Lead



Darryl Kluskowski
Creative Copy Lead



Malcolm Mackenzie
Brand Strategy Lead



Chris Bath
Global & European Strategic Lead

~~The End~~
The Beginning!



Our Approach Ensures Campaigns Resonate Locally In Priority Markets

We take a bottom-up approach to global campaign development, activating the GHMC network to feed insights from priority markets that will shape the campaign and then activating again when it's time to adapt and implement locally



Local Market
Insights



**GLOBAL
CAMPAIGN**



Local Market
Adaptation & Execution



GHMC Rate Structure



Client Services	Executive Vice President / Managing Director	\$375	£300
	Senior Vice President / Director	\$350	£275
	Vice President / Associate Director	\$315	£225
	Account Director / Senior Account Director	\$275	£195
	Account Supervisor / Account Manager	\$240	£160
	Senior Account Executive	\$215	£135
	Account Executive	\$190	£115
	Assistant Account Executive / Account Coordinator	\$160	£100
Creative, Art	EVP, Creative Director (Art)	\$375	£300
	SVP, Creative Director (Art)	\$350	£275
	VP, Creative Director (Art)	\$325	£225
	VP, Associate Creative Director (Art)	\$300	£210
	Group Art Supervisor	\$275	£195
	Art Supervisor	\$240	£160
	Senior Art Director	\$215	£135
	Art Director	\$190	£115
	Associate Art Director	\$160	£100
Creative, Copy	EVP, Creative Director (Copy)	\$375	£300
	SVP, Creative Director (Copy)	\$350	£275
	VP, Creative Director (Copy)	\$325	£225
	VP, Associate Creative Director (Copy)	\$300	£210
	Group Copy Supervisor	\$275	£195
	Copy Supervisor	\$240	£160
	Senior Copywriter	\$215	£135
	Copywriter	\$190	£115
	Associate Copywriter	\$160	£100
Creative, Interaction	EVP, Group Interaction Design	\$375	£300
	SVP, Group Interaction Design	\$350	£275
	VP, Group Interaction Design	\$325	£225
	VP, Interaction Design	\$300	£210
	Group Interaction Design Supervisor	\$275	£195
	Interaction Design Supervisor	\$240	£160
	Senior Interaction Designer	\$215	£135
	Interaction Designer	\$190	£115
	Associate Interaction Designer	\$160	£100
Creative, Video	EVP, Video Production	\$375	£300
	SVP, Director Video Production	\$350	£275
	VP, Director Video Production	\$315	£225
	Director, Video Production	\$275	£210
	Associate Director, Video Production	\$275	£195
	Senior Video Producer	\$215	£135
	Video Producer	\$190	£115
	Associate, Video Production	\$160	£100

Development	EVP, Technology Director	\$375	£300
	SVP, Technology Director	\$350	£275
	VP, Technology Director	\$325	£225
	Technical Director	\$300	£210
	Technical Lead	\$275	£195
	Sr. Interactive Developer	\$240	£160
	Interactive Developer	\$215	£135
	Junior Developer	\$170	£115
Development, QA/QC	Sr. QA Analyst	\$240	£160
	QA Analyst	\$215	£135
Editorial	EVP, Editorial	\$375	£300
	SVP, Editorial	\$325	£275
	VP, Editorial	\$315	£225
	Editorial Director	\$275	£195
	Associate Director, Editorial	\$240	£160
	Sr. Editor	\$215	£135
	Editor	\$190	£115
	Associate Editor	\$160	£100
Program Management	EVP, PMO	\$375	£300
	SVP, PMO	\$350	£275
	VP, Client Team Operations	\$325	£225
	Director, Client Team Operations	\$275	£210
	Associate Director, Client Team Operations	\$275	£195
	Senior Project Manager	\$240	£160
	Project Manager	\$215	£135
	Associate, Project Manager	\$180	£115
	Project Coordinator	\$160	£100
Innovation, Social	EVP, Social Media	\$375	£300
	SVP, Social Media	\$350	£275
	VP, Social Media	\$325	£225
	Director, Social Media	\$275	£195
	Associate Director, Social Media	\$240	£160
	Sr. Social Media Strategist	\$215	£135
	Social Media Strategist	\$190	£115
	Social Media Coordinator	\$160	£100
Innovation, Earned Media	EVP, Earned Media	\$375	£300
	SVP, Earned Media	\$350	£275
	VP, Earned Media	\$325	£225
	Director, Earned Media	\$275	£195
	Supervisor, Earned Media	\$240	£160
	SAE, Earned Media	\$215	£135
	AE, Earned Media	\$190	£115
	AAE, Earned Media	\$160	£100

Innovation, Paid Media	EVP, Paid Media	\$375	£300
	SVP, Paid Media	\$350	£275
	VP, Paid Media	\$325	£225
	Director, Paid Media	\$275	£210
	Associate Director, Paid Media	\$265	£195
	Media Supervisor	\$240	£160
	Senior Media Planner	\$215	£135
	Media Planner	\$190	£115
	Assistant Media Planner	\$160	£100
Strategy, Analytics	EVP, Measurement & Analytics	\$375	£300
	SVP, Measurement & Analytics	\$350	£275
	VP, Measurement & Analytics	\$325	£225
	Director, Measurement & Analytics	\$275	£195
	Associate Director, Measurement & Analytics	\$240	£160
	Sr. Measurement & Analytics Strategist	\$215	£135
	Measurement & Analytics Strategist	\$190	£115
	Associate, Measurement & Analytics	\$160	£100
Strategy, Research	EVP, Research	\$375	£300
	SVP, Research	\$350	£275
	VP, Research	\$325	£225
	Director, Research	\$275	£195
	Associate Director, Research	\$240	£160
	Senior Research Analyst	\$215	£135
	Research Analyst	\$190	£115
	Research Associate	\$160	£100
Strategy, Engagement Strategy	EVP, Engagement Strategy	\$375	£300
	SVP, Engagement Strategy	\$350	£275
	VP, Engagement Strategy	\$325	£225
	Director, Engagement Strategy	\$275	£195
	Associate Director, Engagement Strategy	\$240	£160
	Sr. Engagement Strategist	\$230	£135
	Engagement Strategist	\$200	£115
	Associate Engagement Strategist	\$160	£100
Strategy, Scientific	EVP, Scientific Strategy	\$375	£300
	SVP, Scientific Strategy	\$350	£275
	VP, Scientific Strategy	\$340	£225
	Director, Scientific Strategy	\$325	£210
	Associate Director, Scientific Strategy	\$300	£195
	Supervisor, Scientific Strategy	\$240	£160
	Sr. Manager, Scientific Strategy	\$245	£135
	Manager, Scientific Strategy	\$220	£115
	Associate, Scientific Strategy	\$180	£100
Strategy, Brand	EVP, Brand Strategy	\$375	£300
	SVP, Brand Strategy	\$350	£275
	VP, Brand Strategy	\$325	£225
	Director, Brand Strategy	\$290	£195
	Associate Director, Brand Strategy	\$240	£160
	Sr. Manager, Brand Strategy	\$245	£135
	Manager, Brand Strategy	\$200	£115
	Associate, Brand Strategy	\$160	£100

Estimated Launch Budget

Project	Assumptions	2023 Estimate (Fee + OOP)
Account Management & Strategic Counsel	This is inclusive of a bucket of hours each month to account for program status meetings, financial reconciliation and management, partner and vendor coordination, ad hoc strategic and logistical requests.	\$261,000
Discovery and Ecosystem Audit	Auditing of existing ecosystem materials for understanding and deciphering items for removal, optimization, creation, and keep as-is.	\$69,000
HCP Campaign Development	Development of an HCP Campaign for Global and U.S. markets. Includes development of up to 5 concepts for market research testing as well as research support. Research to be conducted by Spectrum or vendor chosen by client under separate budget.	\$419,000
Brand Book/Style Guide	Development of a global resource containing mandatory guidelines for how to implement the updated HCP campaign including visual elements, tone, and style that embody the brand personality, purpose, identity, campaign, as well as application and usage.	\$45,000
Interactive Visual Aid (IVA)	Development of rep-delivered core interactive visual aid with inclusion of updated campaign and additional screens that will highlight the ECZTEND trial data outcomes. Includes Development (likely Olive)	\$184,000
Interactive Visual Aid Training Guide	Development of an annotated guide that will be used to train sales team on how to effectively communicate IVA story to HCPs.	\$61,000
Rep Triggered E-Mails (3)	Creation of up to 3 rep triggered e-mails that sales team can use as follow-up to HCP details. Includes layout in Veeva approved template and copy development options for body of email and drop-down menu options. Does not include development time.	\$62,000
Patient Profile Development (3)	Creative development of up to 3 Patient Profiles of ADBRY/ADTRALZA patients for HCP detailing. Profiles will be developed in print and digital formats to allow for flexibility via rep detail and/or as a leave behind.	\$118,000
HCP Leave Behind	Development of an HCP leave behind highlighting updated campaign and ECZTEND trial data results.	\$77,000
Reprint Carrier Compendium (ECZTEND data)	Development of a reprint compendium that will include complete ADBRY/ADTRALZA clinical trial results including the ECZTEND data.	\$73,000
HCP Website Refresh	Website updates include application of new campaign across all web pages.	\$235,000
Media Asset Development Drivers	Includes (2) Web Banner Ads, (1) Journal Ad, and (3) Social Media Posts.	\$140,000
Template Development (E-Mail and PowerPoint)	Development of E-mail and (1) PowerPoint template (look and feel) that will be applied to include updated visual and stylistic elements of the campaign.	\$33,000
Measurement & Analytics Framework Planning	Development of a measurement plan to test the effectiveness of each media channel and overall performance of the media drivers.	\$85,000
2024 Brand Planning	Participation in brand planning meetings to review and align on 2024 strategic imperatives. Development of a tactical plan to support the brand needs in 2024 across Global and U.S.	\$83,000
Total		\$1,945,000.000

Final budget numbers to be developed at the SOW stage



THINK
ABOUT
THINGS
DIFFERENTLY

