



2019-04-16

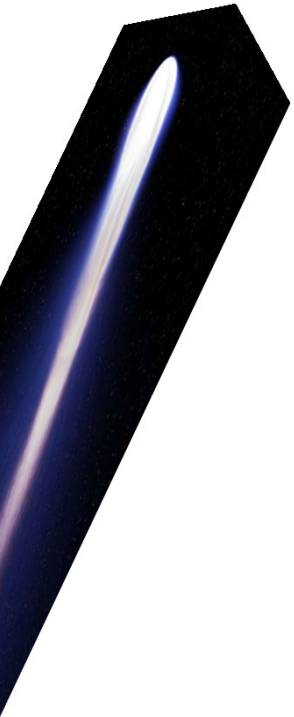
# MS invisible awareness campaign – 2019/20



**Why this campaign?**

**How to deploy, operate and measure?**

**What will we use and what are the expected results?**



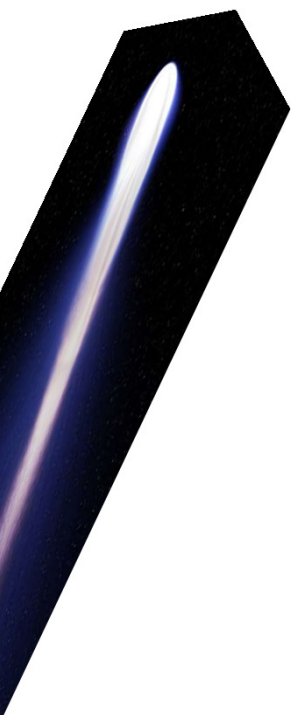
# MS invisible awareness campaign – 2019/20



## → Why this campaign?

How to deploy, operate and measure?

What will we use and what are the expected results?



# Why this campaign?

## 1. Did you know

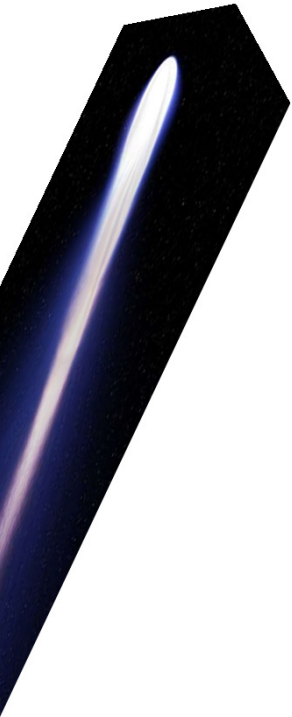
- ❖ About MS?
- ❖ That MS affects ~0,1% of population?
- ❖ What happens to a family when 1 is diagnosed with MS?
- ❖ Portugal has less than 20 centres specialized in MS?
- ❖ That a small gesture from you is WAY better than 10TV shows of intentions?

# Why this campaign?

## 2. Our objectives

### ❖ Awareness

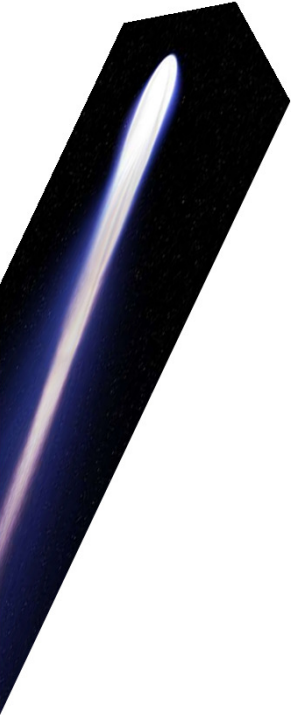
- ❖ (national, excluding Madeira/Açores)
- ❖ 12 districts, 12 symptoms, 12 months of alerts/tweets/posts/interviews/media coverage
- ❖ Launching Event – sponsored by Merck
- ❖ Keep the pace Event – MS National Congress – sponsored by BIOGEN and Novartis
- ❖ Closing ceremony – MS Half-Marathon – to be co-financed in 2020 by a larger group of sponsors)



# Why this campaign?

## 2. Our objectives

- ❖ Awareness
- ❖ Donations and Networking
  - ❖ 12-24 Municipalities hosting exhibition
  - ❖ Meetings with local entities
  - ❖ Invite local/regional companies, schools, health and social entities
  - ❖ Collect donations, create eagerness for training on MS techniques to help local/regional people with MS.



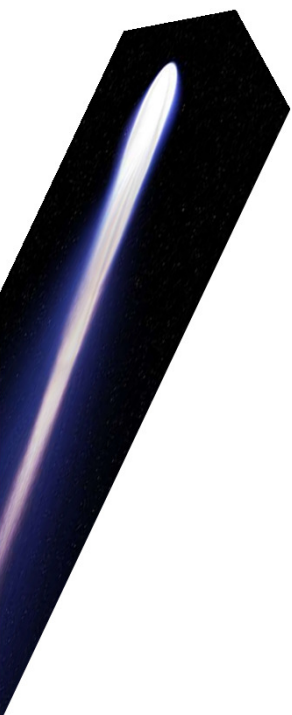
# MS invisible awareness campaign – 2019/20



Why this campaign?

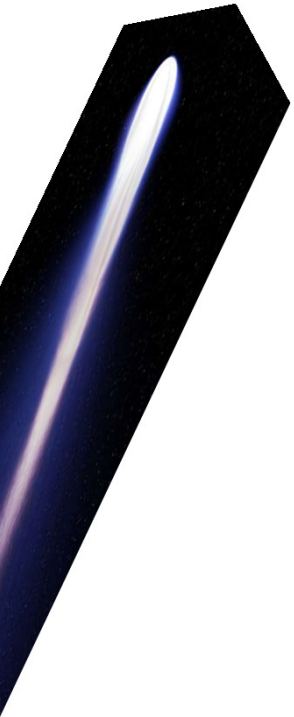
→ **How to deploy, operate and measure?**

What will we use and what are the expected results?



# How to deploy, operate and measure?

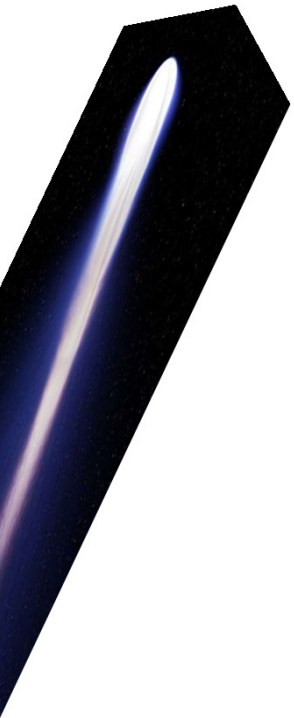
- Define City Roadmap, monthly sequence of symptoms, get a city/municipality sponsor, get a local/regional public (*pro bono*) celebrity per month to help visibility
- Agree on place for 1 month or 2 weeks exhibition with Municipality support
- Exhibition – 12 roll-ups, 1 symptoms per roll-up, 1 simple (crafted) symptom experiment per roll-up, 1 major symptom (per month) on video, in big screen or projected with testimonies
- Each roll-up has 1 written testimony of PwMS living the symptom (30/40 word) + a photo





# How to deploy, operate and measure?

- Questionnaire feedback collection – collect from public celebrities, national/reg/local govts, attending/hosting exhibition, donors, companies
- Collect presence # of attendees to measure local reach and guarantee local media presence
- Each month one allocated Project Manager (PM) is responsible for the exhibition and relay to next city
- Each PM is co-responsible to guarantee media coverage and social media coverage (coordinated with SANOFI [Media Relations] and Roche [microsite + content aggregator])
- Each PM is responsible to guarantee data collection and reporting
- Each PM is responsible to invigorate symptoms simulator.



# How to deploy, operate and measure?

- Sum-up global attending, testimonies (individual, celebrities, companies), media coverage (SANOFI), social media coverage (SANOFI), donations, voluntaries, etc. (from beginning we will be able to show per month the results)
- Campaign follow-up ny using consolidated MS microsite (ROCHE)
- Share and celebrate with sponsors and patrons,
- Use a Yellow/Red alert system for materials to replace
- If municipality/local society wants to keep exhibition longer, a replacement kit must be issued in due time.

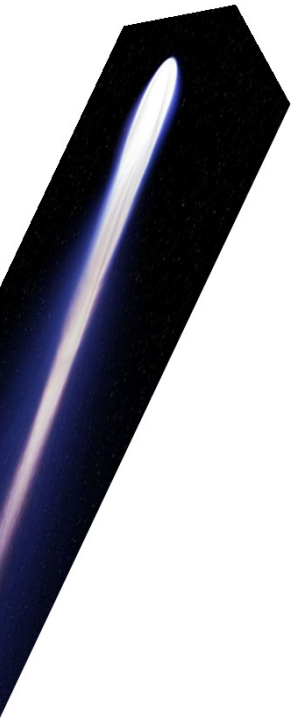
# MS invisible awareness campaign – 2019/20



Why this campaign?

How to deploy, operate and measure?

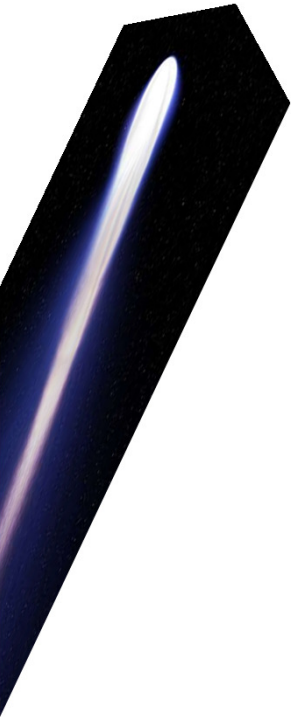
→ **What will we use and what are the expected results?**



What will we use and what are the expected results?

## For the Exhibition Roadshow we will use:

- 2X12 roll-up kits, 2 symptoms' kits, 1 PC, 1 projector, slide deck, videos, pamphlets, MS Campaign Outfit ( T-shirts, Hood T-shirts, Vest, pin/badge), 2 general campaign roll-ups
- 30 large poster outdoor display reusable for all locations (muppie)
- Travelling & Lodging costs
- Moving Exhibition Costs



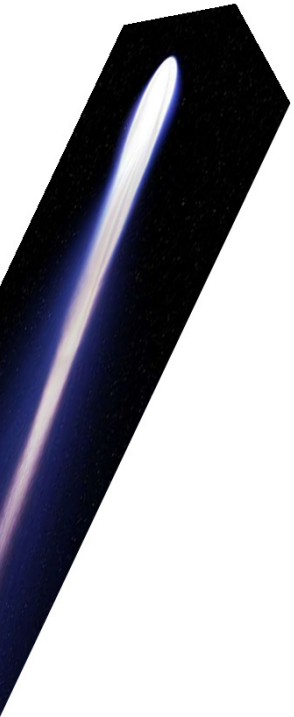
What will we use and what are the expected results?

## For the MS National Congress we will use:

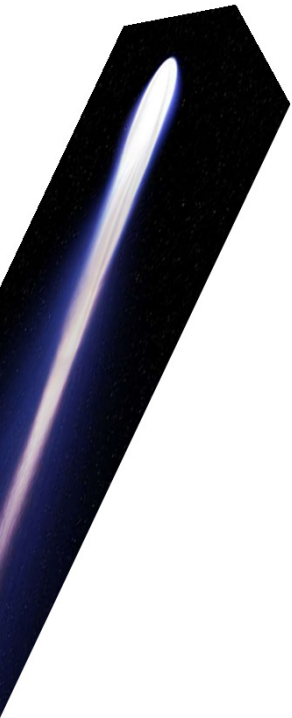
- A large accessible auditorium for the plenary sessions
  - 1<sup>st</sup> day: Opening keynote (3h – 15:00 till 19:00)
  - 2<sup>nd</sup> day: Keynotes and roundtables (10h – 10:00 till 17:00)
- 2 conference rooms with accessibility for technical sessions (6h – 09:30 till 15:30)
- 2 congress poster roll-ups, 2 beach flags for the entrance, pamphlets, MS Congress Outfit (T-shirts, Hood T-shirts, Vest, pin/badge), 200 Conference Kits (BIOGEN)
- 5 large poster for outdoor display (muppie)
- Travelling and Lodging costs for keynotes and moderators

# What will we use and what are the expected results?

- Public follow-up using consolidated microsite
- Sponsors may use data/media collected to demonstrate evolution
- # hosting places, # companies, # testimonies, # attendees, funds raised, # voluntaries gathered per location
- Organize a formal meeting with each sponsor to formally share results



# MS invisible awareness campaign – 2019/20





SOCIEDADE  
PORTUGUESA  
DE ESCLEROSE  
MÚLTIPLA.

