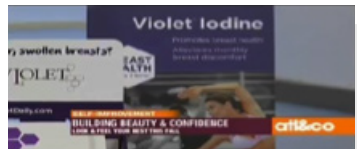
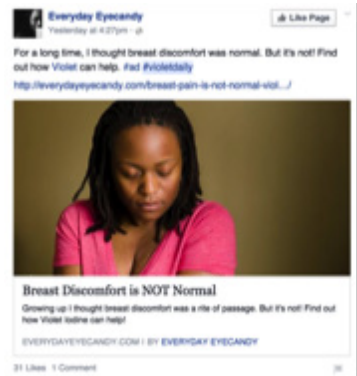


BREAST HEALTH UPDATE: INTRO OF VIOLET IODINE



SITUATION

Millions of women unnecessarily suffer each month from symptoms related to fibrocystic breast condition (FBC). Biopharmaceutical company, BioPharmX enlisted GOLD PR to generate awareness and publicity for daily OTC supplement, Violet.

The challenges were that the Violet product had been launched 8 months prior to GOLD PR coming on board, so it wasn't considered new; and there is a "stigma" around women's breast issues in the media and it's often taboo to discuss, especially TV which presented a challenge with many key outlets.

SOLUTION

Educate women on symptoms of FBC, complications with breast cancer screenings and introduce Violet as the first-of-its-kind OTC supplement to alleviate menstrual-related discomfort and promote breast health

Conduct broad national media outreach to morning shows and top-tier TV, online & print media announcing availability of Violet

Conduct NYC media tour with women's magazines and top online pubs

Target national health reporters to pitch the full company/product story

Conduct survey detailing consumer perception on painful breasts, frequency, impact on their life, knowledge of what causes this

Coordinate national blog campaigns to secure blog posts with top bloggers to share their experience with FBC and using Violet

Leverage physician & lifestyle spokespeople in media opportunities to reinforce key messages

Increase brand visibility by entering Violet into 'Best New Consumer Product' Awards

SUCCESS

- Over 158,987,803 total traditional and social media impressions within first three months of campaign outreach efforts.
- TV coverage in 115 markets - with 40% airing in Top 25 DMAs
- 45 educational and experiential blog posts reaching over 2.7 million consumers

