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VIVA! Communications – media bible

Overview

This guide is designed to assist new team members with the development and coordination of media campaigns at VIVA! Communications.

While covering the 'bread and butter' campaigns at VIVA!, such as medical and consumer announcements, this document also provides top tips for adhering to the VIVA! style.

Note

Throughout this document, you will be prompted (via hyperlinks to the P drive) to document samples and templates to assist you in developing your campaign materials.

Medical media campaign

At VIVA!, a medical media campaign may consist of one or more of the following activities: medical media announcement; physical medical media briefing; KOL/ expert advisory board recommendations; expert speaker tours; scientific conference bulletins and showreels; and many more.

Developing and coordinating a medical news media announcement is an essential skill at VIVA!, and may be recommended to clients for a range of purposes, including, but not limited to, product launch (TGA and/or PBS listings), product change (indication, administration changes, etc), new research in therapeutic area, etc.

The below section provides an overview of key steps involved in the coordination of a medical news media announcement.

Key steps – Preparation

1. Workshop and finalise medical key messages with client, team and relevant experts
2. Research, develop and refine news angle
3. Tailor news angle for different medical audiences – specialist, GP, pharmacy, nursing, etc (if applicable)
4. Draft media kit and start speaking with relevant experts for quotes (your spokespeople, if already identified). Finalise media kit with ongoing communication with team and client.

TIP:

Always favour **peer-reviewed or scholarly articles when sourcing references for media materials.**

Be wary of online sources (excl. AIHW, ABS, WHO, etc) as these are often not accepted by pharma medical teams.

Medical media kit checklist:

- Medical media release – fully referenced
- 150-word-summary (of medical media release) – fully referenced
- Expert profile
- Relevant image
- Pack shot, disease-related and/or event image/s approved by client

TIP:

Never start a phone pitch by saying: “I’m just following up...”

Always start with a fresh pitch even if you, or a colleague, have sent the media release to the journalist.

Suggestion: “I have a great GP/specialist/health/patient story for your consideration... / I wanted to give you a heads up on new developments in XXX...”

Key steps – Medical announcement

5. Brief expert spokesperson/s
6. Update medical media list (call existing contacts in media list and confirm they are still the right person for your media release)
7. A few days prior to launch, send media teaser (or full release, in some instances when embargoed) and pre-pitch story to medical journalist
8. Track your progress and any potential outcomes (or journalist feedback) in a document, and update routinely
9. Remain in contact (phone and email) with the journalist until you reach a definite outcome (Publish vs not publishing your story)
10. Confirm publication date/s for any outcomes with the relevant journalist and 'clip' the story/outcome. Save in corresponding outcomes folder in P drive and send (or ask Acc Mgr) to send to client. Try to do this as soon as the outcome becomes available.
11. Collate all outcomes at the end of the campaign period and forward to client with mini analysis.

Product news story bookings

After the media release is drafted, begin drafting 100, 150 and 200 word summaries of medical media release.

VIVA! encourages its staff to favour 'earned' rather than 'paid' media when making recommendations to clients. While we rarely book advertorials or advertisements on behalf of our clients, we occasionally recommend 'mini product news stories' to our clients. These are very different to advertorials (See further below for distinction).

Bookings are usually made in 4 GP publications – Medicine Today, Australian Doctor (Medical Showcase), Medical Observer (Product Spotlight) and Aust Family Physician (contact details in master media list). Bookings can also be made in eyecare media.

Each product news story must be accompanied by a pack shot or product image.

Once summaries are approved by team and client, book the product story in above-mentioned publications. Confirm artwork and copy deadlines with the product bookings team.

Submit artwork and copy by deadline, and confirm final booking order when prompted by publication contact.

Publication will send suggested artwork for final approval before going to print.

Usually bookings are taken 3-4 weeks before the next monthly issue.

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Advertorial booking vs product news booking

Advertorial:

Similar to an advertisement, but written like a news piece (less imagery, more copy)

- Clearly marked in publication as “advertorial”
- Usually full-page piece costing >\$10,000.
- Doesn't have to be hard news
- Under the MA Code, an advertorial must include the PBS box and mandatories, and must be published with the advertorial. It is against the MA Code to only email publications with 100-200 words without the mandatories, IF booking an “advertorial”.

Product news booking:

- These bookings, on the other hand, are permitted without the PBS box and mandatories.
- They must be sent to the publication with 100-200 words of copy, an image, and a company logo. Sometimes a full media release is also requested.
- This mini piece is paid for, but is not considered an ad or advertorial, and is not against the Code in this form, because ultimately the editor has the right to accept or refuse the piece (or re-write).
- We are only allowed to comment on the 'design' not copy. However, usually our copy runs verbatim.
- It must be “news”. e.g. new research, new indication, new listing etc.
- They are referred to under different names depending on the publication (e.g. AUS Doc “Medical Showcase”; Med Observer “Product Spotlight”).

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Consumer media campaign

The activities constituting a consumer health media campaign are almost endless, and depend on a variety of factors, including client budget, strategy and feasibility.

This section will provide an overview of the VIVA! consumer media kit and announcement, including a few tips and tricks for coordinating a winning campaign.

TIP:

VIVA! media announcements are almost always launched on a **Tuesday**. Pre-launch takes place from the Thursday prior. This allows us sufficient time to pitch the story into the media, and gives the media a good heads-up.

Ensure you have covered all the following items:

- National media alert
- National news media release
- Disease backgrounder
- Patient profiles
- Expert bios
- Images of disease state or similar
- Digital items

TIP:

When performing background research for a media backgrounder or release, save your references as you go.

Save articles as PDFs, and then highlight the specific statement to which you are referring. This will save time when the client requests highlighted reference articles for final approval.