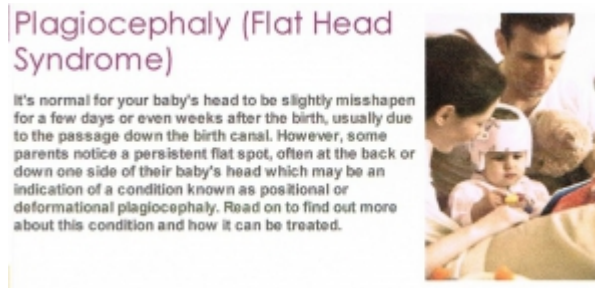


Case Study

Ossur UK

Plagiocephaly Awareness Week



1. Objectives

- Generate coverage in two leading, national baby magazines
- Increase Ossur UK/PlagioCare presence online
- Drive business leads into Ossur's five UK based clinics: Glasgow, Leeds, Coventry, Bristol, London

2. Planning

Approximately one in 30 babies in the UK is born with or will develop plagiocephaly, also known as flathead syndrome. The condition can be prevented/cured using repositioning techniques; however in some more serious cases it requires treatment. Ossur UK provides helmet treatment, which helps reshape the baby's flat head. The clinics have a 100% success rate and have treated over 3,500 babies since 2003. However, the treatment costs £2,000 and is not available on the NHS. Many GPs and health visitors see the condition as cosmetic and will not refer patients to a specialist clinician.

As a consequence, the media have been sceptical about covering the condition and the treatments available.

The PR team at Souter recognised this and agreed that the strategy should be to create a better understanding of the condition and position Ossur UK as the experts on the subject.

Souter devised 'Plagiocephaly Awareness Week' – a national campaign that would provide a hook for national press, but also appeal directly to consumers, who may have concerns about plagiocephaly.

3. Implementation

Parent Power!

Ossur UK's best ambassadors are the parents who have undergone treatment. Social media savvy mums and dads often praise the organisation online on channels such as Facebook, telling their positive stories to other parents.

Some parents also fund raise to help pay for their treatment and are happy to support other parents who need to do the same.

As part of the campaign, the PR team wrote to the Ossur UK customer database, telling parents about Plagiocephaly Awareness Week (PAW) and asking for their support. Feedback from parents allowed us to create the following:

- Diverse case studies: both geographical and situational – to cover all corners of the UK and different angles for the media i.e. triplets all undergoing treatment for plagiocephaly!
- Social media panel – those most active on Facebook / Twitter / parent forums agreed to contribute stories and comment on the build-up and during PAW.

Media Relations

The campaign strategy for media relations was to educate about plagiocephaly first, show how the condition can be identified, tips for preventing flathead syndrome and then finally, information about treatment.

As well as media spokespeople from Ossur UK, Souter PR also recommended using an impartial medical professional to speak to media, who would provide an independent view. A paediatric physiotherapist was offered for interviews.

Media visits in London were organised four months ahead of PAW to confirm coverage in long lead titles.

A Heads Up

To create a hook for regional media and engage potential customers, the PR team devised 'Heads Up' events.

Taking place during PAW, in baby-friendly locations situated near clinics, Heads Up events would provide an informal and free advice service for parents.

As well as a presentation from Ossur's leading clinician, the events included a talk from a parent who had received treatment for their child, a demonstration on repositioning techniques and goodie bag with information to take away.

The events were held in nurseries, soft play areas and cafes. Complimentary drinks and cupcakes were also provided to create a relaxed atmosphere for parents and babies.

4. Results

- Coverage in three national baby titles: Junior Baby, Prima Baby and Practical Parenting
- Full page feature in the Daily Express
- Regional coverage for each of the Heads Up events
- Between 10-15 people at each Heads Up event – over 50% of those attended have become actual customers – with babies now undergoing treatment
- Increased online presence by 82% with 11 pieces of quality coverage
- 12 Regional newspaper hits
- Facebook page 'likers' increased by 35%

5. Feedback

"Souter PR managed to find the PR solution to help us generate the types of national media hits that we'd been striving for. The team gave Plagiocephaly Awareness Week gravitas by involving

parents and staging both useful – but also sales driving- events, in the shape of Heads Up. We were delighted by the results.” Natalie Spedding, Marketing Executive, Ossur UK