

## Play for Young Women's Health

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ResMed Sweden, Jan 1, 2013

**Summary:** 2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Health Care

The objective: position the new Mirage FX with CPAP for Her in the young women segment, educate about sleep apnoea and increase sales. We encouraged ResMed to address the target group in new ways: a play. The play "Sleepy in Stockholm" was launched on the largest social media network in Sweden – Spotify. Since Spotify provides royalties to the creator we also found a solution to fund dissemination of information about Sleep Apnoea for future generations – launching a scholarship for education and information about Sleep Apnoea for young women: The Great Apnoea Scholarship. Our core mission: Play for Young Women's Health!

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

### Full Text: **SITUATION ANALYSIS**

Last fall our client, the Australian medical devices giant ResMed, faced an major challenge: Sleep Apnoea has for years been recognized as a predominately male disease in Sweden – both by the health care sector and by women in general. How could ResMed credibly reach out to a new target group – the coveted segment of young women? The reason for the desire to target this new and exciting segment was the Swedish launch of the new ResMed product for treatment of Sleep Apnoea – a powerful mask with CPAP 1 for Her, designed exclusively for women. Is it possible for an international corporate giant like ResMed to build trust and credibility with this demanding and apprehensive target group?

### **OBJECTIVES**

The objective was to aggressively position the new Mirage FX with CPAP for Her in the young women segment and thus to increase sales. We encouraged ResMed to address the target group in new ways – not by means of conventional advertising, but rather through inspirational and more personal channels in order to build a foundation of engagement and true involvement. With a lot of love and hard work, we managed to create a highly successful project with a rather low budget – the overall budget was set to \$20,000. After weeks of deliberation, we came up with a solid solution.

### **RESEARCH AND PLANNING**

Sleep Apnoea is a dangerous, often shameful to talk about and mostly unknown endemic illness that may cause severe consequences, ranging from cardiac arrest to diabetes. The disorder disrupts the patients' sleep, create strains on relationships due to excessive snoring, forcing the patient to wake up – often up to 200 times per night. The pattern of interrupted sleep blocks the natural flow of oxygen, making the patient vulnerable to, besides severe diseases, extreme fatigue and thus prone to accidents, in traffic as well as at home and in the workplace.

In Sweden, Sleep Apnoea has for years been recognized mainly as a male dominated disease

both by the health care sector and by women in general. Recently, a new Swedish study “**Sleep apnoea is a common occurrence in women**”<sup>2</sup> investigated a population-based random sample of young Swedish women. The results were frightening; 25% of young Swedish women suffered from Sleep Apnoea without being aware of it. In the media, the Swedish welfare state and the health care sector were harshly debated and criticised for being ignorant towards young women, when we received our assignment last fall.

This gave birth to our idea: as the welfare state and the health care sector fail to educate and inform young women about Sleep Apnoea, ResMed steps in with a practical and cost efficient solution that saves lives and removes the social stigma of snoring. By creating an informative play, “Sleepy in Stockholm”, we found a way to directly reach the target group and introduce the new Mirage FX with CPAP for Her as well as to educate and inform about Sleep Apnoea.

## **SLEEPY IN STOCKHOLM ON SPOTIFY – FUEL FOR SHARING**

The play “Sleepy in Stockholm” was launched in October on the largest social media network in Sweden<sup>3</sup> – Spotify. We are proud to say that this was the first launch of a play ever on Spotify! Since Spotify provides royalties to the creator based on the number of plays, we also found a solution to fund dissemination of information about Sleep Apnoea for future generations – launching a scholarship for education and information about Sleep Apnoea for young women: The Great Apnoea Scholarship<sup>4</sup>. 100% of the royalties go directly to the scholarship. We addressed a clear and concise call to action: Play for Young Women’s Health! For once, sharing actually means caring: tell a friend and make a change. This was one of the largest keys for success – it gave the campaign actual, monetary fuel for sharing.

1. Continuous positive airway pressure
2. European Respiratory Society, 2012
3. Swedes and the Internet, 2011.
4. In Swedish: “Det stora apnéstipendiet”.