

## Helping McCann deliver a global content strategy based on patient emotions

### — Background



McCann Health, a global digital agency and winner of Network of the Year Award at 2016 Cannes Lions Health Festival represents world leading healthcare and pharma brands.

McCann Health has been applying Adoreboard's emotion analysis to its clients for several years. One such client is a multinational pharmaceutical company and leader bringing new product innovations to market. This firm already uses sophisticated models built on quantitative data to understand retrospectively how patients feel about their condition. Whilst, reliable the data can be outdated, expensive and time consuming to collect.

### — Challenge

The firm faced three challenges:

- To be truly effective in bringing the innovation to market it requires an analytics solution scaled across seven key multilingual markets.
- For the brand to be relevant to patient needs it would require understand the emotions of patients at each stage of the patient journey.
- To be truly effective the insight must be actionable to inform an educational outreach and digital marketing programme, which is emotionally connected with patients across seven countries.

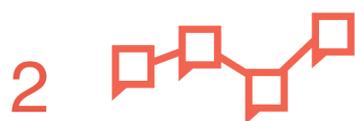
### — Solution

McCann used Adoreboard's emotion analysis platform to analyse millions of online patient reviews and commentary. The analysis identified the key emotions and motivators that patient feel at each stage of the condition. Specific emotions could be matched to emotional themes to understand the barriers and pain points for patients seeking help and treatment.

Emotional reactions to traditional treatments provided new insights into what emotions drove dissatisfaction and how new solutions could capitalise on this. The outcome was:



A detailed understanding of the mood of patients at each stage of the condition.



Unknown insights on the emotional impact of the condition across different cultures were revealed.



Emotional response triggers for sharing content about the condition were revealed.



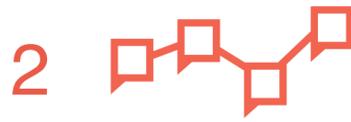
Emotional response triggers for sharing content about the condition were revealed.

## — Results

With this insight, McCann Health were able to match the mood and context of patients with the right content approach. This enabled McCann Health to create a scalable digital content strategy. Adoreboard's emotionally intelligent insights delivered:



The world's first emotion based go-to-market plan providing a detailed market assessment based solely on patient emotions and needs.



An estimated increase of 48% in the effectiveness of content based on emotional triggers for sharing and consuming diverse content types.



Increased predictability of content response based on known emotional response for patients at the time of need in the patient journey.

“If a brand is to be truly disruptive digitally in a competitive market then it requires the marketing approach to be driven by knowing the things that matter most to the people you are trying to influence. Emotion analysis and the platform provided by Adoreboard provides the lens in which you can see a patient and the condition they suffer in a different light. Insight based on emotion, whereby you can connect emotions to the themes which drive these gives the most compelling answer, I've seen to why patients feel a certain way. This translates into a more an effective and efficient way to educate, persuade and motivate an audience.”

**Emily Brooks, McCann Health Engagement Strategy Director**

## — Get in touch

To find out more about our services and products and how we can help enhance your customer service, talk to us today. We look forward to hearing from you.



[gillian@adoreboard.com](mailto:gillian@adoreboard.com)

+44 28 9097 3887

[adoreboard.com](http://adoreboard.com)