

# 'On balance'

## Encouraging radiologists to weigh up the benefits

### Background

When a competitor began to heavily promote the benefits of one particular attribute of its diagnostic imaging agent, Bracco needed to respond by reminding radiologists that overall performance and patient tolerability was determined by complex balance of four, not just one, key factors.

### Objectives

To ensure radiologists took note of a number of factors when choosing an imaging agent Bracco needed to remind users that:

- Achieving the delicate balance between safety, efficacy and utility was a multi-factorial challenge
- Osmolality; concentration, viscosity and toxicity all had to be considered, as did the needs of the patient
- Flexibility in agent selection was paramount – hence the availability of two variants.

### Tactics

De Facto recommended a programme based on eye-catching advertising featuring a high-wire artist walking a rope made up of the words: safety, efficacy and utility running continuously, and using a balance pole made up of the four key attributes. This was then supplemented by a series of Key Opinion Leader interviews, discussing how and why they selected their imaging agents, running as advertorials under the banner 'On Balance'.

### Results

Full-page tabloid ads were placed in RAD. These were then alternated with full-page advertorials.

These placements allowed Bracco to reinforce its sales message - 'A choice not a compromise', and harness the benefits derived from high profile user endorsement of its product formulations.