



## **LiveWorld Named a Finalist in 2020 Fierce Pharma Marketing Awards**

*Digital Agency Joins Nominated Pharma Marketing and Advertising Leaders Condé Nast, Hill Holliday and Samsung Biologics*

San Jose, Calif & New York – November 13, 2020 – LiveWorld, Inc., has been selected as a finalist in the [Fierce Pharma Marketing Awards](#), a peer reviewed awards program from Questex's *Fierce Pharma*. The competition highlights pharma companies and agencies that have produced innovative and compelling campaigns across a wide range of media over the past 12 months. LiveWorld was named as a finalist in the category of Social Media for Consumer.

LiveWorld's collaboration with AbbVie was selected for its innovative, industry leading marketing campaign "Finding Success with Synthroid". To help educate patients, AbbVie and LiveWorld created a Synthroid Facebook program to help cultivate appropriate management of hypothyroidism. Captivating content, unusual techniques, and striking images were created to deliver critical educational messages. Featuring peer-to-peer conversations from patient interactions in the community, the digital ads provided patients with additional support as they helped each other reach treatment success.

Campaign performance during the first nine months revealed the incredible demand patients had for more authentic information and how successful AbbVie has been in delivering it. The social ads garnered over 130 million impressions, a 24% engagement rate and almost 50K comments. Synthroid patients found the content so valuable they amplified it with more than 95,000 shares and nearly 20,000 @mentions of others with Hypothyroidism. The educational value was extended by driving 2.4 million Synthroid.com landing page views and engagement with more than 170,000 key website actions.

All applications to Fierce Pharma were evaluated based on the following [criteria](#): creativity, strategy, audience impact, social good, true innovation, and effectiveness.

"Treating hypothyroidism requires consistent and precise management for patients to get the most from their treatment," said Dawn Lacallade, Chief of Social Strategy, Vice President, Healthcare at LiveWorld. "LiveWorld helped Synthroid package and deliver highly engaging product information and patient conversations resulting in a more effectively treated patient community."

### **About LiveWorld**



LiveWorld is a digital agency and software company specializing in [social media solutions](#) that help companies build stronger customer relationships. We provide [pharma consulting, strategy, and creative services](#) along with human agents, conversation management software, and chatbots for digital campaigns and social media programs. Our solutions empower companies to deepen relationships with customers, professionals, patients and healthcare providers with emotion driven behavior change through conversations and campaigns with a human touch. [LiveWorld clients](#) include the number one brands in pharmaceuticals, consumer packaged goods, and financial-travel services. LiveWorld is headquartered in San Jose, California, with an additional office in New York City. Learn more at [www.liveworld.com](http://www.liveworld.com) and [@LiveWorld](#).

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