



PHARMACEUTICAL | CUSTOMER EDUCATION



CLIENT CONCEPT

A pharmaceutical company wanted to leverage their exposure during the American Headache Society's annual scientific meeting held in Philadelphia.

Their latest product included an innovative patch featuring an electronic release for migraine relief. Philadelphia as the location plus electricity as a critical component to their product gave CTC Events a creative spark to develop a memorable theme that helped the company strike interest in the medical community.



MOTIVATE!

CTC knew the invitation had to stand out to generate interest for the client's desired target audience. CTC thematically tied in the client's first electronic patch solution to Ben Franklin, the discoverer of electricity, and the Declaration of Independence. The end result was a personalized "Declaration of Migraine Independence" scroll of parchment paper that was enclosed in a high quality clear plastic tube—an invitation that generated curiosity and could not be ignored by the doctors who received it.

EDUCATE

The Loew's Philadelphia Hotel was the ideal venue to host the evening event due to its proximity to the Convention Center. CTC transformed the meeting space on the 30th floor into an educational "Museum of Migraine Remedies," featuring ice carvings depicting the fascinating history of migraine treatments. Attendees learned about practices such as trepanning (a medieval method of hitting the head with a mallet to release pressure), all the way to contemporary solutions, culminating with the client's innovative electronic patch solution.



CELEBRATE!

CTC believes that the smallest details add up to a huge difference when creating a unique experience and a successful event. From the very first welcome at the event, guests were greeted by "Ms. Electricity", who served custom exotic blue martinis to match the product logo. The room also featured specially designed—and certainly unique—electric globe centerpieces, which were hugely popular.

Once each guest arrived at the end of the "museum," they were invited to sign the displayed "Declaration of Migraine Independence", which became a keepsake for our client upon their return to their office.

THE CONCLUSION

The client feedback was that the event was a complete success—they achieved the goal of capturing their target audience's interest and got the exposure they were looking for. The client also appreciated the creative tie-ins that showcased their new product, while educating their audience during this unique and memorable experience.

