

# Modernizing the Approach to Healthcare with Creators and Social

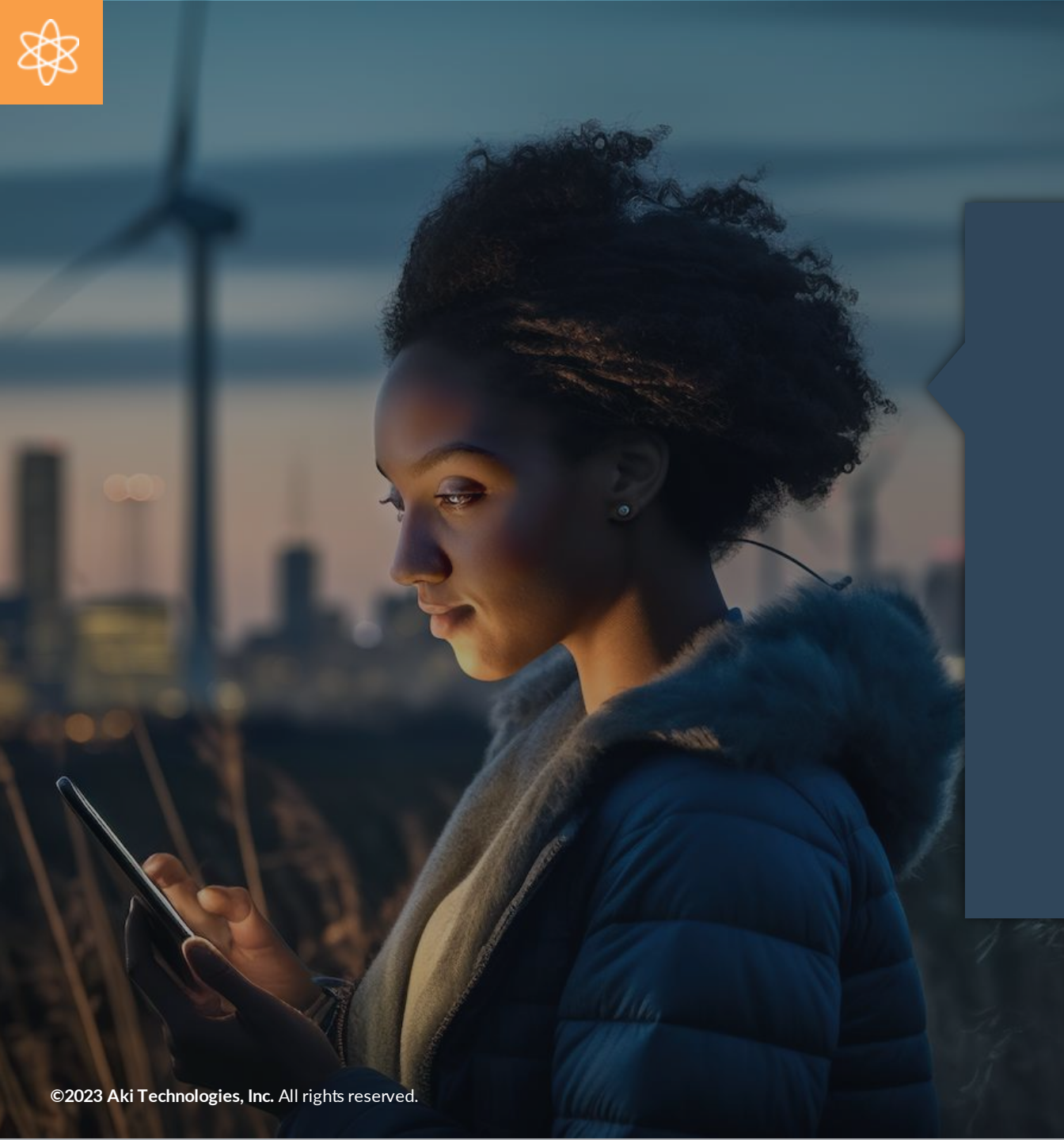


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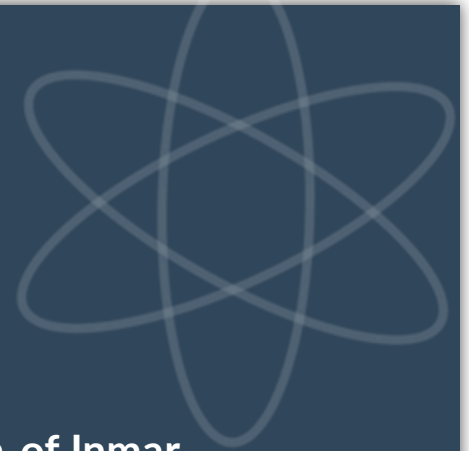
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AKI FOR PHARMA BRANDS

# About Aki

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Aki Technologies, the media division of Inmar Intelligence®, uses proprietary data, moment targeting and authentic creator content to break through and drive industry leading business results for brands.



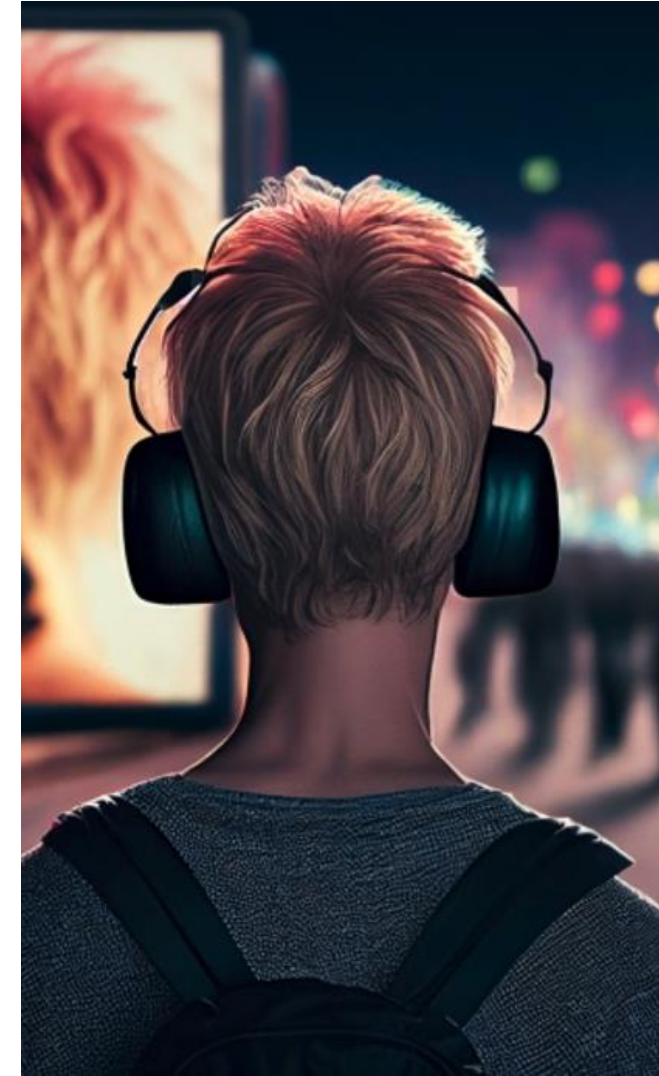
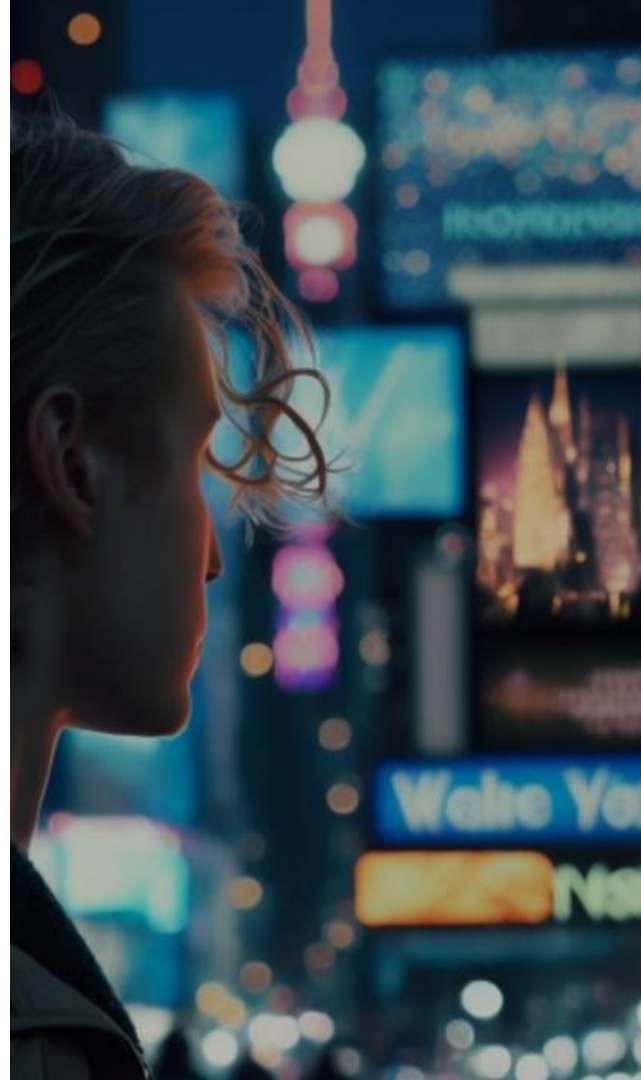
Consumers see

**6,000 to 10,000**

branded images per day.

We've been conditioned to **ignore** advertising.

We spend most of our time engaging with channels that capture our attention, including **social media**.





## SOCIAL MEDIA:

# How many hours?

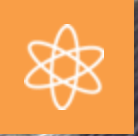
The majority of social media users say that they now spend between **four and six hours** per week on social media.

### Usage by Age Group:

- 16-24** most likely to use social media **4-6 hrs/week**
- 25-34** most likely to use social media **10-12 hrs/week**
- 35-44** most likely to use social media **13+ hrs/week**
- 45-54** most likely to use social media **1-3 hrs/week**
- 54+** most likely to use social media **1-3 hrs/week**

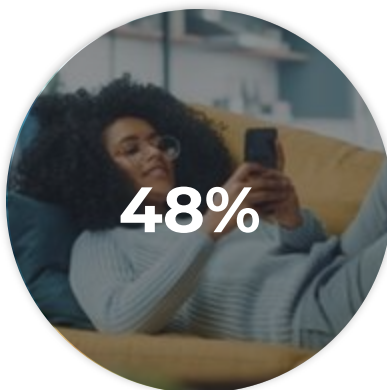
Approximately how many hours per week do you spend on social media platforms?





AKI INSIGHTS

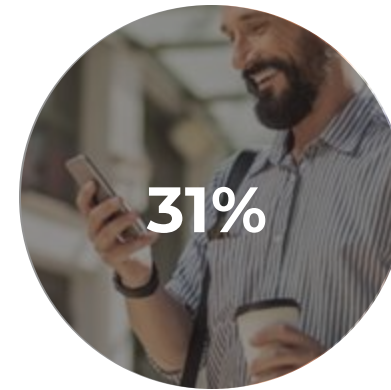
# Consumer behavior with Social in Health



48% of people follow or watch content from social influencers that either have, or can speak to, their medical condition/symptoms



34% of people follow medical professionals on social media



31% of people follow content creators with the same symptoms



Social media users with smaller followings generate **a higher engagement rate of 12%** while celebrities generate only 1%.





# The benefits

Drive greater brand awareness while providing invaluable help to health consumers when they need it most:

- // Build meaningful connections with health consumers, caregivers, and HCPs.
- // Humanize the brand and condition through the authentic voice of a creator.
- // Reach patients where they are in the 'health journey' from prevention to diagnosis to cure by partnering targeting data and creator content.

**Creator Content**

**Outperforms**

**Branded Assets by**

**140%**





HOW?

# Reach the Right Audiences with Powerful Data

Our Fitscore™ technology and dedicated casting team ensure the creators and their audiences are the right fit for your campaign by analyzing over 70,000 audience attributes on demographics, interests, brand affinities and more.



**MARY** | @milkhoneynutrition

106K Followers

**DEMOGRAPHICS:**

**86%** Female

**67%** ages 25-44

**68%** HHI \$50K - \$100K+

**INTERESTS:**

**19.5x** Healthy Cooking

**10.6x** Medtronic

*\*Medical device company specializes in insulin pumps, diabetic devices*

**8.3x** Diabetes

**7.1** Endocrinology

**6.3x** Women's Health

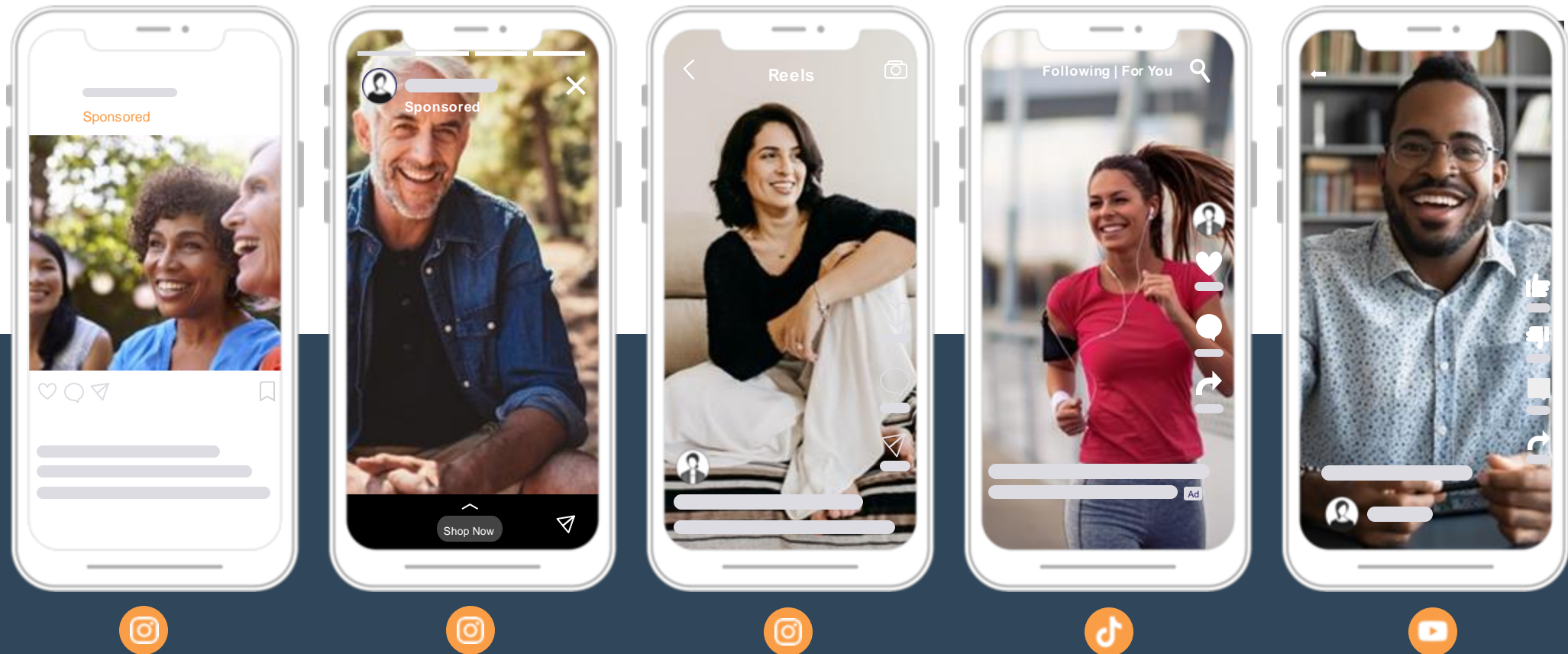
Audience insights tell you that this creator's followers are majority Millennial females interested in healthy recipes as well as diabetes tools and resources to help manage their condition.

Mary would be a great candidate for a campaign focused on how a diabetes prescription helps her stay ahead of her condition in addition to a healthy diet.



# Creator Content Amplification

Creator posts are activated across platforms, then **promoted to extend the reach** beyond organic viewers to align with the larger target audience authentically.





# Aki's Health Solution





# Thank You

Q&A