



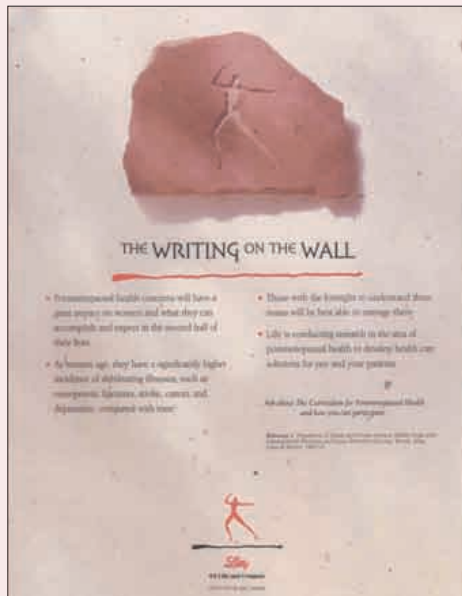
# EVISTA<sup>®</sup>

Evista, a selective estrogen receptor modulator for osteoporosis launched by Lilly, brought forward a new theory to the therapeutic category: prevention as a cornerstone of women's health. Evista's innovative therapeutic offering

and the emotional benefit of "the preservation of the strength of women" became the building blocks of the global brand strategy, and a multifaceted, flexible communications program.

# EVISTA

## Building a brand to assure strategic integration



Women have unique and powerful networks for communicating. They have strong ties to their peer groups, their family members, and their closest friends. Women share information to lend support to their friends and family and to strengthen their own convictions. These personal networks - especially in the era of social marketing - represented valuable opportunities for Lilly to define and create awareness of the postmenopausal health category. By formalizing this informal network as “Women-to-Women Communications,” The Lilly Center for Women’s Health made its presence more visible and more valuable.

The Evista Global Launch Book included a variety of prototype letters, e-mails and consumer information directed at tapping into three levels of this network: women-to-peer, women-to-family and women-to-professional. The flexibility built into the materials allowed all constituents to access and adapt the strategies and program elements they needed to accomplish their local goals and address the consumer directly through a variety of traditional and emerging channels.