



Fabrazyme®

Fabrazyme, the first specific enzyme replacement therapy for Fabry disease, a rare and complex genetically transmitted lysosomal storage disorder, set the standard of care and created a category, offering hope to Fabry patients and their families. However, in creating the category, Fabrazyme was significantly

challenged in its efforts to link its distinctive performance attributes to differentiating benefits. Accordingly, we utilized our Leadership Equity process to create that differentiation, to establish a specific preference for the brand, and to own a unique set of functional and emotional benefits.

FABRAZYME

Forging a global leadership position by establishing superior credentials

Fabrazyme’s only competitor, Replagal from Shire, claims to offer pain relief at lower doses and shorter infusion times. However, studies have shown that lower doses, while easing the burden of therapy, do not offer the same clinical benefit.

Fabrazyme’s goal was to establish its superior performance credentials and forge a global leadership position. The new “Conversation” campaign challenged the conventional wisdom that both compounds control disease progression

equally well, using newly published studies that demonstrate Fabrazyme superiority across a number of clinical measures.

Executions featured moments of connection and interaction (between patients and their friends and families, between patients and their physicians, between physicians and their peers), demonstrated how to treat the disease, and provided a “live” demonstration of the observable benefits of therapy.

"Homework at our house? No problem."

Tuesday, 3:30pm • Our dining room table

Nick: *Research that the hardest one is the... when y... usually 2... which*

"Homework hour is easy now—no more pain in my hands and less worries in my head."

Timely diagnosis and treatment can transform the lives of female Fabry patients
 • Fabry symptoms often develop later than in males, emerging evidence suggests that earlier disease progression experience a significant disease burden.
Treatment with Fabrazyme (mg/kg) has been shown to:
 • Reduce renal function in patients without renal kidney involvement.
 • Significantly reduce the rate of stroke, cardiac failure and kidney failure.
Close monitoring allows for optimally timed treatment initiation
 • Clinical experience suggests that treatment should be considered for female Fabry patients with significant symptoms or at first sign of progression of organ involvement.
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 Get there. Stay there.

"We started out early...and we're looking forward to an awesome day."

Saturday, 11:00 am • White Rock

Talun: *I'm gonna hike to Lookout Point. Fabry's not slowing me down!*

Dad: *Already spotted 2 more birds... too bad he forgot his binoculars*

Nick: *and I am going to hike to the top of the hill*

Early treatment may improve outcomes in your pediatric Fabry patients
 • Treatment with Fabrazyme (mg/kg) • Decreases symptoms and may improve quality of life in pediatric patients
 • May prevent disease progression and long-term organ damage
 • Has a similar safety profile in pediatric vs adult patients
Close monitoring allows for optimally timed treatment initiation
 • Clinical experience suggests that treatment should be considered for pediatric patients at first manifestation of symptoms.
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