

Be TENAcious

CLIO Healthcare Awards Summary

Strategic Communications/Public Relations: Direct to Consumer

SCA TENA

Overview:

Although 1 in 4 women over the age of 40 are affected by bladder weakness, few are talking about it. That's why TENA, the worldwide leader in incontinence management, began an advocacy campaign to encourage women to open up and Be TENAcious about their taboo health problems – particularly bladder weakness – in order to find the solutions they need to live healthy and full lives.

Research and Planning:

Women over 40 are a very vocal group and although bladder weakness is very common, it seems to be one of the few taboo topics this demographic won't discuss – with friends, with family, with their doctor or even online. To better understand the barriers and extent to which women are afraid to discuss bladder weakness, TENA conducted a survey in partnership with Harris Interactive in late 2009. Among other results, the survey revealed that:

- Nearly 40 percent of women with bladder weakness symptoms have never discussed the condition with anyone
- Only 33 percent of women with bladder weakness symptoms had discussed them with their doctor or pharmacist
- Nearly half of the women were embarrassed to discuss their condition
- Nearly a third of the women did not know how to manage their condition
- Over 50 percent say the condition impacts their lives daily

Planning began in March 2010. Armed with the research, TENA wanted to create a campaign that encouraged women to open up about bladder weakness, a common condition that is easily managed using the correct products. Women sharing experiences with one another is a powerful source of information and 40 percent of women who suffered from bladder weakness were missing out on the benefit of hearing and learning from others experiences because they were too embarrassed to talk about it.

From that ideology, Be TENAcious was born. Tenacious is defined by Merriam-Webster as “persistent in maintaining, adhering to, or seeking something valued or desired,” and embodies the idea behind the campaign. In order to reach women and encourage them to speak out about their taboo health problems, TENA wanted to create an online hub where TENAcious women could learn more about bladder weakness and other taboo health conditions that women suffer through needlessly because they are embarrassed to discuss.

In order to build medical content for the site, TENA partnered with HealthyWomen.org, the nation's leading independent health information source for women. Using HealthyWomen.org experts, TENA populated the Be TENAcious sub page with information about a taboo topic every month, offering tips about how to manage it as well as how to talk about it.

The Be TENAcious campaign also needed a TENAcious spokesperson. TENA found six-time Olympian Anne Abernathy aka Grandma Luge. The oldest women to ever compete in the winter Olympic Games, Abernathy is no stranger to breaking barriers and has suffered from the condition herself for a number

of years. TENA enlisted Abernathy to act as a spokesperson for the campaign and profiled her journey on the website.

Strategy:

- De-stigmatize bladder weakness and ignite a conversation about the condition in women, 40+
- Develop relationships with media to bring bladder weakness out of the closet, particularly when discussing women's health at middle age
- Drive traffic to the TENA.us website, where the Be TENAcious page is housed
- Leverage TENA's Ultra Thin pads as a discreet, reliable incontinence management product for women suffering from moderate to heavy bladder weakness

Execution Synopsis:

Be TENAcious enlisted Anne Abernathy and hit the ground running with proactive media outreach announcing the partnership, offering interviews with Anne and teasing the campaign launch. When the Web site launched, the team leveraged Abernathy and HealthyWomen spokesperson Elizabeth Battaglino Cahill, RNC and conducted aggressive media outreach to print, television, radio and online outlets, targeting channels that reached women 40+ and driving them back to the BeTENAcious Web site. Abernathy also conducted a satellite media tour the week of the tour launch.

Additionally, Abernathy had a grassroots presence at local events. On May 26, TENA sponsored the Gracies, an award given by the Alliance for Women in Media honoring programming and individuals who have contributed to creating media for women, by women and about women. TENA used this presence to invite key media guests to the awards ceremony, such a producer for the national health show "The Doctors". In July, Abernathy hosted a "Playshop" and signed autographs in the expo center at the Red Hat Society "Brim by the Bay" convention in San Diego. There, she leveraged her TENAcious personality to talk to women one-on-one and encourage them to open up about bladder weakness.

Results:

Although bladder weakness is a topic that media is hesitant to talk about, Abernathy and Be TENAcious broke through the barriers to bring this sensitive issue to light. To date, Abernathy and/or the Be TENAcious campaign messages have been featured on CBS news, AARP Radio, *New York Times*, *The Orange County Register*, *Times-Republican*, *The Fort Worth Star Telegram*, *The Island Packet*, *The Lexington Herald Leader*, *PR Week*, *Media Post*, MSNBC and several blogs and online outlets. The SMT during launch week with Anne Abernathy was booked by 25 stations in major markets such as New York, Chicago and Washington, D.C. Total media impressions to-date have exceeded 25 million.

Grassroots outreach was also very successful. At the Gracie's luncheon, Abernathy and TENA were present among 215 targeted and influential participants. TENA made relationships with key media, such as a producer from "The Doctors," which continue to be developed and leveraged for future media opportunities. At the Red Hat Society Convention, Abernathy hosted a Playshop which attracted 200 women, engaged approximately 500 women and gifted 800 branded Be TENAcious gift bags at the expo booth.

Since the campaign launched in March of 2010, the TENA.us web site traffic has jumped from 25,000 people per month in March to 52,600 people per month in June, representing an 88 percent increase in weekly visits since January. The majority of visitors (66%) are women over the age of 35.