



Q4 Immunotherapy Education Initiative

Campaign Context

- Brand: OncoAdvance Pro
- Target Audience: Tech-savvy Young Professional
- Communication Style: Scientific Communication
- Request Summary: Drive awareness of OncoAdvance Pro
- Channels: Medical Conferences, Email Marketing

🎯 Campaign Objectives

Educational campaign to increase awareness of our new immunotherapy treatment among oncologists in Europe, focusing on clinical efficacy and patient selection criteria.

🗣 Key Messages

- OncoAdvance Pro offers innovative immunotherapy with proven efficacy in advanced solid tumors
- Precise patient selection optimizes treatment outcomes
- Long-term survival benefits demonstrated in pivotal clinical trials

🎭 Tone of Voice

Scientific, confident, and patient-focused with clear emphasis on clinical evidence and professional integrity.

👑 Compliance Notes

Campaign must comply with EMA and national regulatory promotional guidelines, and include fair balance statements in line with EU requirements.

References & Supporting Materials

- Johnson, M.D., Smith, R.K., Williams, A.B. Efficacy and Safety of Novel Immunotherapy in Advanced Solid Tumors. *Journal of Clinical Oncology*. 2024. [DOI: 10.1200/JCO.2024.42.1234](https://doi.org/10.1200/JCO.2024.42.1234)
- Chen, L., Rodriguez, P.M., Thompson, K.J. et al. Immunotherapy Response Predictors in Oncology: A Comprehensive Meta-Analysis. *Nature Medicine*. 2024. [DOI: 10.1038/s41591-024-2890-1](https://doi.org/10.1038/s41591-024-2890-1)
- Anderson, T.L., Brown, M.K. Long-term Outcomes of Checkpoint Inhibitor Therapy in Advanced Cancer Patients. *The Lancet Oncology*. 2023. [DOI: 10.1016/S1470-2045\(23\)00456-7](https://doi.org/10.1016/S1470-2045(23)00456-7)
- Miller, J.A., Wilson, D.C., Taylor, R.M. Cardiovascular Risk Assessment in Primary Care: Updated Guidelines. *American Heart Journal*. 2024. [DOI: 10.1016/j.ahj.2024.01.012](https://doi.org/10.1016/j.ahj.2024.01.012)
- Garcia, M.L., Lee, S.H., Patel, N.K. Diabetes Management Strategies: A Randomized Controlled Trial. *Diabetes Care*. 2023. [DOI: 10.2337/dc23-1456](https://doi.org/10.2337/dc23-1456)