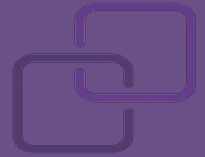


Increase the *visibility* of your product and *differentiate* it in the market with strategic Public Relations



Discover how RAliance Communications helped Sun Pharmaceutical Industries Ltd. (Sun Pharma) to significantly expand product exposure in the U.S., leverage key visibility partnerships, and bring in fresh data to guide thought leadership and impact with new audiences

Challenges

Sun Pharma is the fourth largest global specialty generic pharmaceutical company with a presence in more than 100 countries, including a brand product portfolio in the U.S. The company needed a creative and strategic PR team to launch and maximize exposure of a new acne product in a crowded market.

Solution

Sun Pharma partnered with Reba Auslander of RAliance Communications, a seasoned PR strategist and communications expert, to launch and continually elevate awareness and visibility of its acne product through creative content, stakeholder relationships, media relations, social media, events, and influencer engagement.

Results

- » Significant media coverage announcing the acne product's launch and availability
- » Thorough strategic planning that maximized a celebrity partnership between Sun Pharma and Dr. Sandra Lee (aka Dr. Pimple Popper)
- » Strategy and execution of a brand-supportive satellite media tour featuring Dr. Lee
- » Strategy and execution of a PR event in L.A. that brought together key influencers from the beauty industry and resulted in organic social media coverage and widespread media, including People, ET, E!, US Weekly
- » Conducted a survey with 7 dermatology professional advisors that uncovered new data and messaging opportunities
- » Strategy and execution of an PR event in New York City with a panel of dermatology professionals that generated a plethora of social media and vast reach by relevant influencers
- » Having full access to a strategic partner who is knowledgeable of pharma, biotech, science, PR, communications, and marketing and integrates easily with internal audiences and vendors

"Reba and her team write and speak about science in a way that's right for the medical community as well as consumer audiences. She also has such a wealth of connections and is able to pull in just the right people to make sure our PR activities succeed. I know that Sun Pharma isn't Reba's only client, but she makes me feel as if we are, and that's a great feeling."

JANET METZ

HEAD OF CORPORATE COMMUNICATIONS, NORTH AMERICA
SUN PHARMACEUTICAL INDUSTRIES



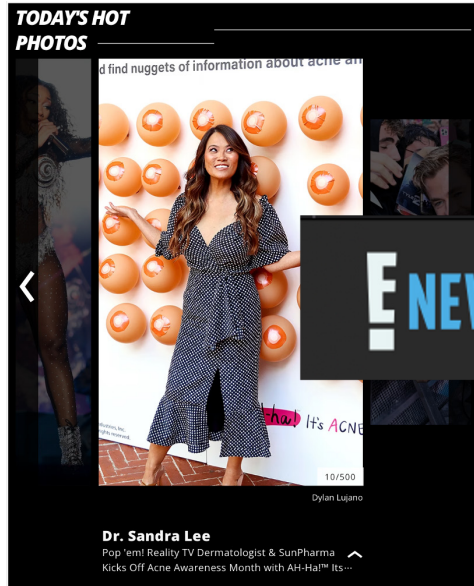
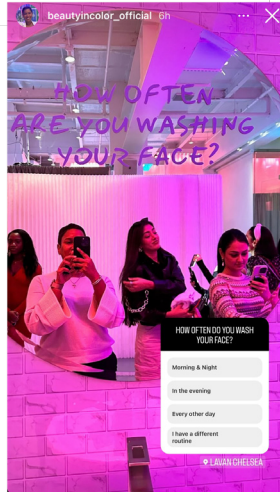
Explore how RAliance Communications can help your company increase the visibility of its products. Start by visiting raliancecommunications.com.

A Glimpse Into Our Work and Results

ET

BEAUTY
Dr. Sandra Lee aka Dr. Pimple Popper Explains Why You Shouldn't Pick or Pop Breakouts On Your Own

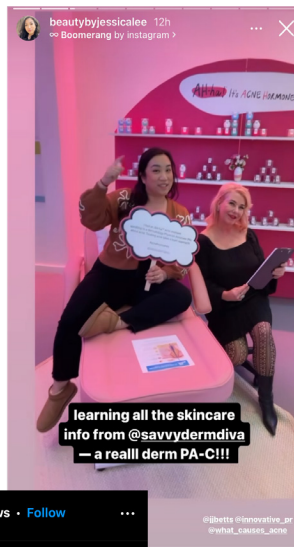
AH-ha!
 It's ACNE HORMONES



People



Sandra Lee (AKA Dr. Pimple Popper) kicks off Acne Awareness Month with SunPharma during a discussion celebrating their AH-Ha! It's Acne Hormones campaign.



DAILY CANDID NEWS

