



# MEDICAL CONVENTIONS

A NEW EVENT  
EXPERIENCE

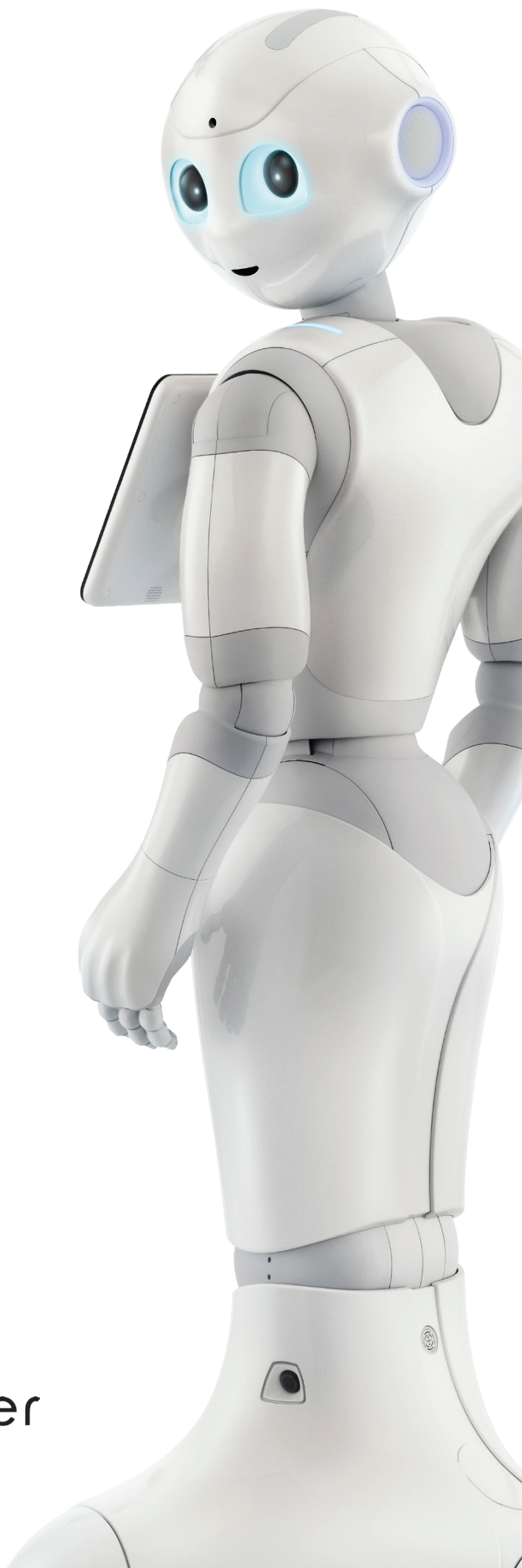
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## ITALY

NOVEMBER 2016



pepper



# THE CLIENT

Janssen is a **pharmaceutical company** founded in 1958, in Belgium, by Paul Janssen. Since 1961, it has been part of the **Johnson & Johnson Group**.

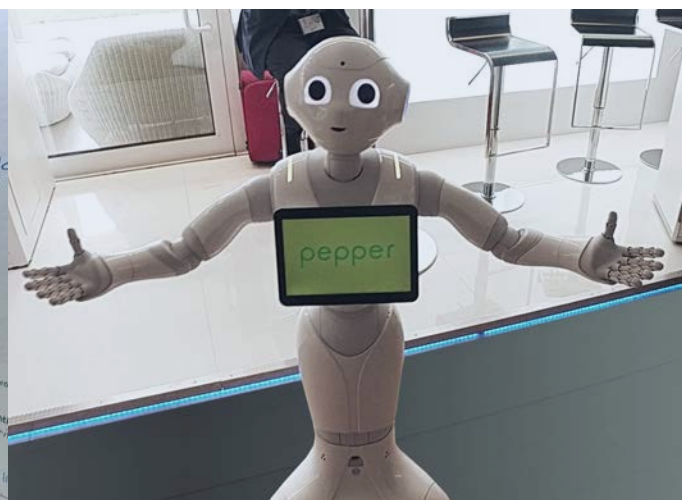
Today it operates in **150 countries** in **5 continents**, has a team of **40,000** employees, invests **\$ 6.8 billion** in **R & D** and is the **second** of “**global**” **pharmaceutical companies** for growth in Europe and the United States, while it's **first** in Japan.

“ We strive to continually deliver pioneering solutions in immunology: we have one of the strongest treatment portfolios for some of the most common immune and inflammatory diseases across rheumatology, gastroenterology and dermatology. “

# THE CHALLENGE

TO CONFIRM ITSELF A PIONEER COMPANY, INNOVATIVE AT ALL LEVELS.

INVOLVE DOCTORS IN CONFERENCES WITH INTERACTIVE AND PERSONALIZED EXPERIENCE, PROFILE THEM AND GENERATE NEW LEADS.



# THE **PILOT EVENT**

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CONGRESS

**“TREAT TO TARGET: IBD AND BEYOND”**

10–11 NOVEMBER 2016

LIDO DI CAMAIORE  
(LU) ITALY

IBD: INFLAMMATORY BOWEL DISEASE



## THE **TARGET**

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Healthcare professionals specialized  
in auto-immune diseases.

# PEPPER'S ROLE

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Pepper is located at the entrance of the stand and, as he detects the presence of anyone who gets closer, the engagement starts. Fullsix has developed **three customer journeys**, corresponding to different combinations of **dialogues** and **gestures**, which are activated by guest's interactions and responses.



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## MEETER GREETER

PEPPER WELCOMES GUESTS, ASKS ABOUT THEIR KNOWLEDGE ON THE COMPANY AND ITS EXPERTISE (IMMUNOLOGY, THERAPEUTIC AREAS ...) AND INVITES THEM TO DISCOVER MORE.

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## ENGAGEMENT

EACH PARTICIPANT IS ASKED TO ANSWER A SHORT SURVEY ON THE TOPIC OF THE CONFERENCE AND TO REGISTER TO THE JANSSENPRO PORTAL.

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## ENTERTAINMENT

DOCTORS ALSO LOVE TO SMILE: PEPPER GIVES A MOMENT OF ENTERTAINMENT, PROPOSING TO TAKE A SELFIE TOGETHER TO REMEMBER THE DAY.

# KEY NUMBERS

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PARTICIPANTS

180

gastroenterologists specialized in IBD

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TOTAL INTERACTIONS WITH PEPPER

65

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ENTERTAINMENT

34

selfies

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ENGAGEMENT

37

surveys issued



# OTHER APPLICATIONS

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Pepper will be present in **all Janssen events scheduled for 2017**. Its **functions** will be **customized**, based on the specific features of each event.

## DISCOVER MORE

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[meetpepper.it](http://meetpepper.it)