



PLASMA PROTEIN
THERAPEUTICS
ASSOCIATION

Campaign Revitalization: A 2024 Case Study

International Plasma Awareness Week (IPAW)

pptaglobal.org



INTERNATIONAL
PLASMA
AWARENESS WEEK

OCTOBER 7 - 11, 2024

No conflict of interest to declare

About Ilana

- Head of Global Communications at the Plasma Protein Therapeutics Association (PPTA)
- Based in Washington, DC
- Expertise in campaigns, rebranding, media relations, and strategic communications
- National Chair, Public Relations Society of America Health Academy



WHAT IS PPTA?



The Plasma Protein Therapeutics Association (PPTA) is a dynamic trade association that represents a unique sector of the biologics and biotechnology industry. PPTA represents more than 1,000 human plasma collection centers in North America and Europe, as well as the manufacturers of lifesaving plasma-derived therapies.

WHAT WE DO

Advocacy

Engagement

Collaboration

Standards

About IPA W

Launched in 2013, IPA W helps raise awareness about the importance of donating plasma. Plasma — the straw-colored, liquid portion of blood — contains proteins necessary for the human body to carry out critical functions in the human body.

IPA W OBJECTIVES



Awareness



Recognition



Understanding

The Status Quo

International Plasma Awareness Week 2020: Be a Hero, Donate Plasma Today

Published 9:00 AM EDT, October 5, 2020

Share

ANNAPOLIS, Md., Oct. 5, 2020 /PRNewswire/ -- The Plasma Protein Therapeutics Association (PPTA) is proud to mark the launch of the eighth annual International Plasma Awareness Week (IPAW), which will run until October 9. PPTA, together with its member companies and patient stakeholder groups around the world, use IPAW to:

- Raise awareness of source plasma collection
- Recognize the contributions of plasma donors in saving and improving lives
- Increase understanding about lifesaving plasma protein therapies and rare diseases.

IPAW 2020 is especially significant given the urgent need for plasma donors. Plasma donations have declined significantly due to the impacts of social distancing measures and mobility restrictions caused by the COVID-19 pandemic. Considering the



Event-related information:

- Learn more about [Donating Plasma](#)
- Learn more about [Plasma Protein Therapies](#)

a bare-bones web page

A Copy & Paste Campaign

BioCapital

PPTA Celebrates International Plasma Awareness Week

October 12, 2016 | 2 min read



ANNAPOLIS, Md., Oct. 12, 2016 /PRNewswire/ -- The Plasma Protein Therapeutics Association (PPTA) and its member companies are sponsoring the fourth annual International Plasma Awareness Week, October 9-15.



**INTERNATIONAL
PLASMA
AWARENESS WEEK**
October 5-9, 2020

International Plasma Awareness Week (IPAW) seeks to:

International Plasma Awareness Week 2022: Donate Locally. Think Globally.



NEWS PROVIDED BY
Plasma Protein Therapeutics Association (PPTA) →
Oct 03, 2022, 09:00 ET

SHARE THIS ARTICLE



Every plasma donation counts.

ANNAPOLIS, Md., Oct. 3, 2022 /PRNewswire/ -- The Plasma Protein Therapeutics Association (PPTA) is proud to mark the launch of the 10th annual International Plasma Awareness Week (IPAW), which will run from Monday, October 3 until Friday, October 7. Hundreds of thousands of people in the U.S. who live with these rare diseases, and countless others facing trauma and emergency medical needs every day, rely on plasma-derived therapies that are only available because of the commitment of dedicated plasma donors.

Identifying an Opportunity in 2023

- With a change in leadership in 2023, the campaign introduced a media tour and started setting a new foundation



RADIO MEDIA TOUR (Oct. 2, 2023)

- **16** interviews
- **615,100** listeners
- **112** total broadcasts
- **18** total media markets

The Challenges

- Small internal team capacity and multiple stakeholders with differing priorities
- Limited budget required strategic outsourcing
- Needed to drive alignment quickly to meet October launch window



Planning & Optimization

- Prioritized tactics we could manage in-house (e.g., member comms, internal approval process)
- Partnered with vendor on earned media, strategy, and campaign prep
- Set clear, phased deliverables to stay on track



Defined Audiences & Tactics

- Focused on prospective and existing plasma donors and patients
- Key tactics: earned media tour, digital ads (including campus placements), redesigned microsite, revamped visuals, and a strong call to action
- Microsite (plasmaweek.org) launched as central hub for patient stories and resources



Key Audience Example

- Target areas were selected based on populous university areas
- Focused on those eligible to donate (18+ year olds)
- On-screen ads were shown in campus buildings at universities and community colleges, as well as students surfing the web



Importance of Messaging

- Create a baseline understanding about what is plasma
- Share quotes from patients to humanize plasma
- Remind plasma donors that their contributions are invaluable and encourage prospective donors to learn more

“ We rely on the thousands and thousands of plasma donors who give patients the circulating antibodies they need to stay healthy. Giving plasma is truly lifesaving. ”

LAURA

CVID Patient & Infusion Nurse



Timeline

- Planning began in May 2024
- Developed assets over the summer
- Launch occurred the first week of October with a coordinated push across channels
- Media tour and outreach were concentrated October 7-11



Campaign Hurdles

- Encountered vendor delays in asset delivery
- Asset approval required lengthy timeline
- Differences in global messaging given language and context
- Budget changes, small team



Pre-Roll & Lead-Up to Launch

- Partner toolkit distributed to members and patient groups in summer
- Secured radio/TV interview opportunities with Anita Brikman
- Behind-the-scenes logistics and media prep in US and Europe



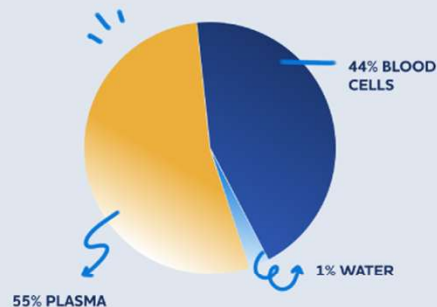
This June, Anita recorded an episode of the Bloodstream Podcast that will air in the fall to promote IPAW.

The Reveal: A Revitalized 2024 Campaign



#PlasmalsUnique #IPAW2024

Though plasma accounts for **55% of total blood volume**, it plays a unique role in carrying water, protein, and salts throughout the body.



#IPAW2024

WHAT IS PLASMA?

Plasma is the straw-colored liquid portion of blood comprised of water, salts, and proteins. **55% of the total blood volume is plasma.** Due to its unique biological composition, plasma cannot be prepared synthetically.



#IPAW2024

THANK YOU PLASMA DONORS!

You make a difference!



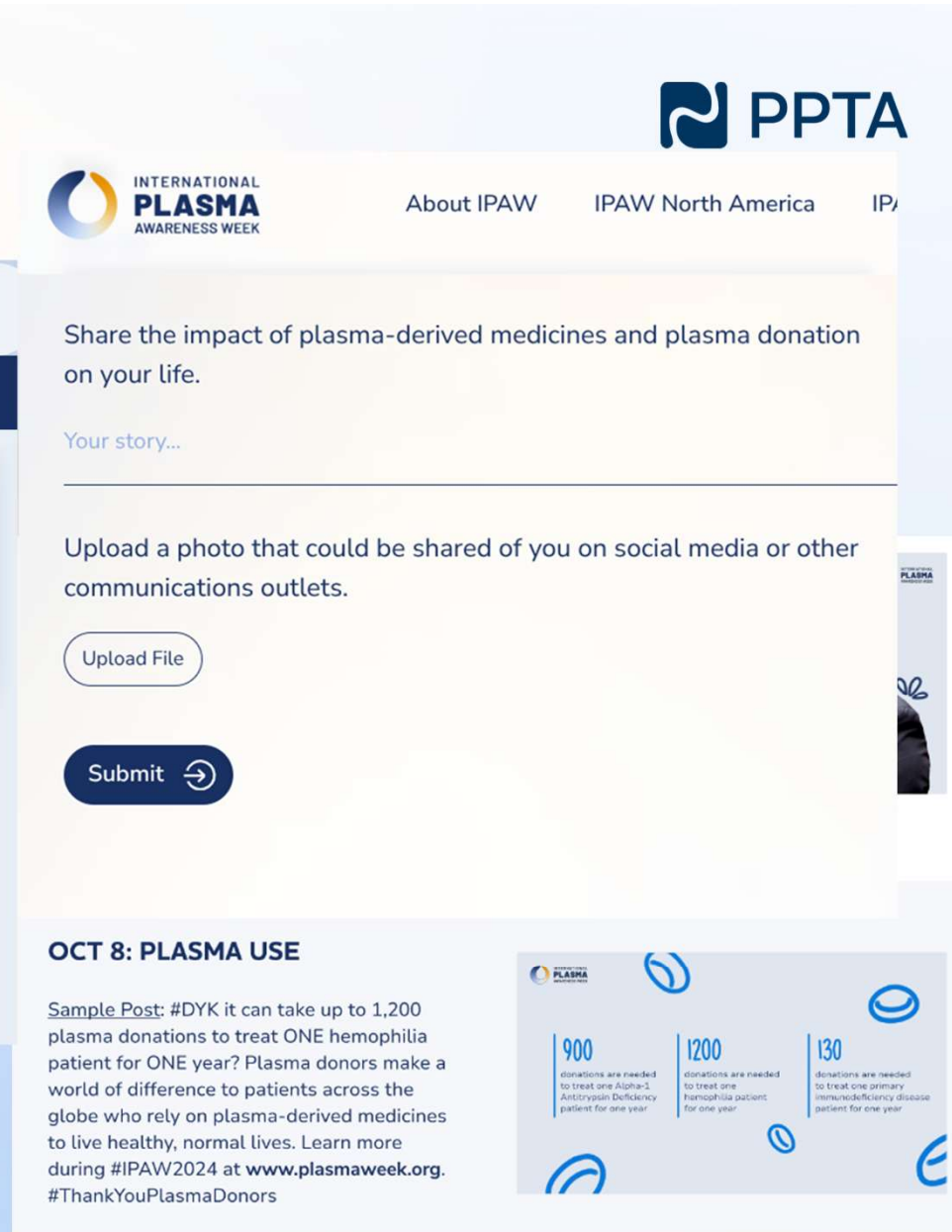
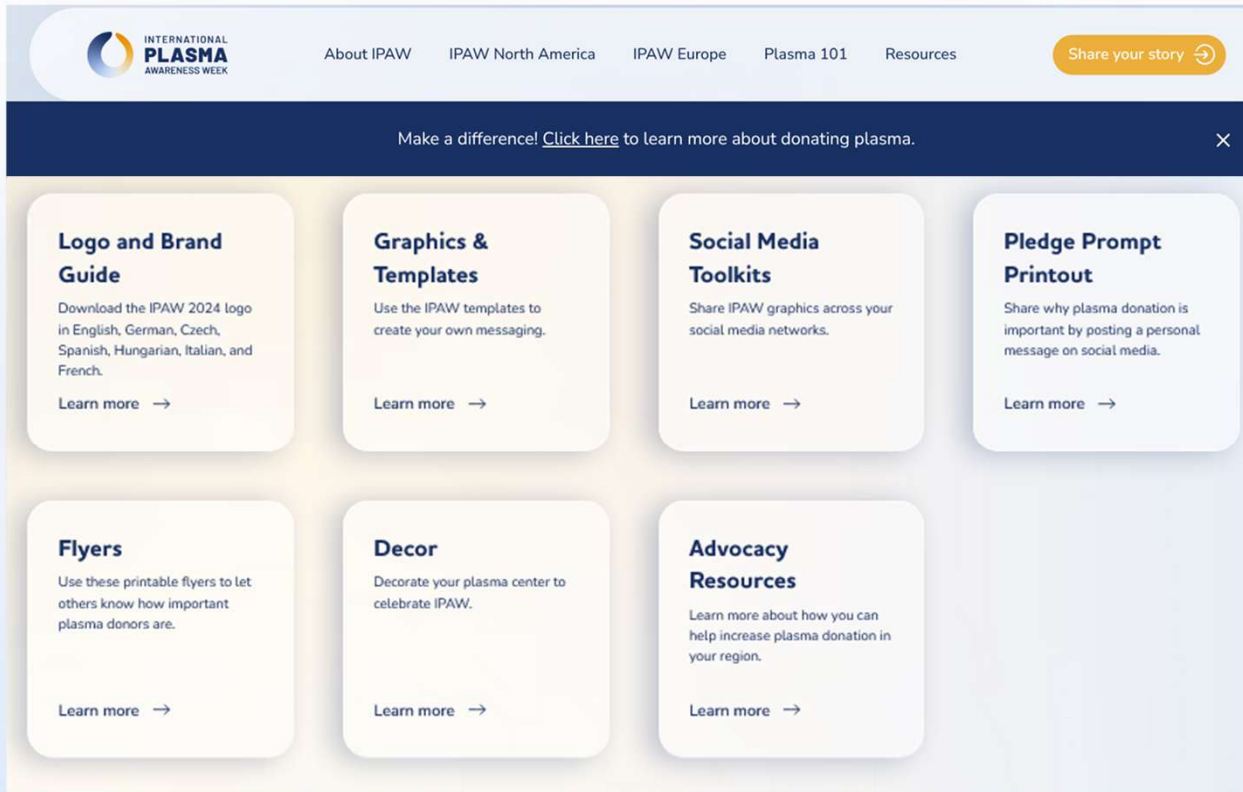
Learn more about
PLASMA
AWARENESS WEEK

Donating Plasma

Plasma Protein Therapies

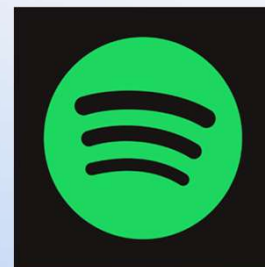
OCTOBER 7-11, 2024

An Effective Microsite

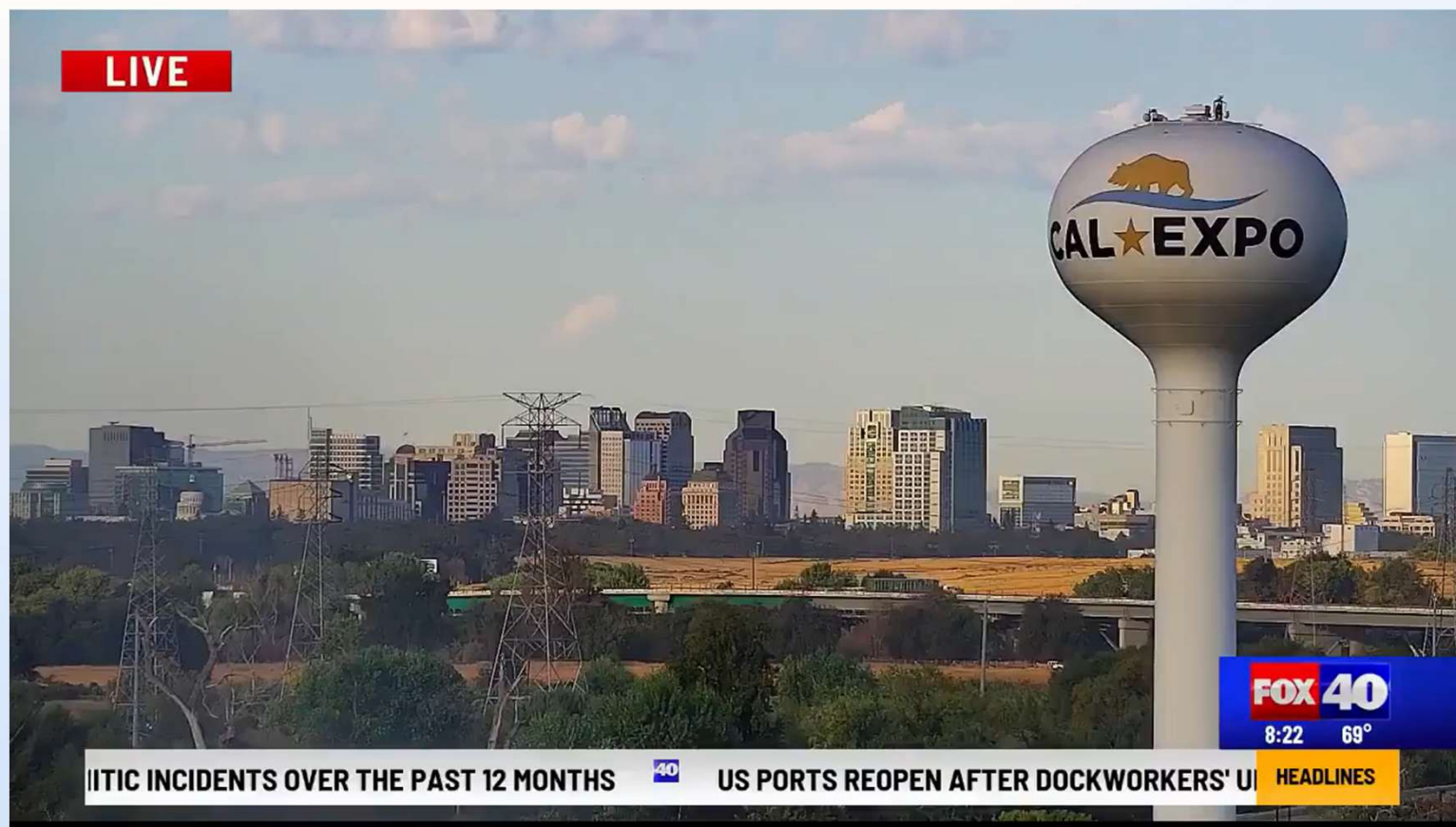


Media Tour

- *14 television broadcasts and 26 radio interviews* reached nearly **4M people**.
- Interviews with WPVI-TV (Philadelphia), Spectrum News Kentucky, WIBC-FM (Indianapolis), and more
- Streaming audio release reached **345k+ listeners** across Spotify, Pandora, iHeartRadio, and TuneIn.
- Campus digital ads reached nearly 2 million impressions across 20+ university markets



Media Tour



Results

- Total broadcast audience: **3.94 million**
- Press release pickup: **459 placements**, potential reach: **213 million**
- Paid social:
 - Instagram (US & EU): **1.8M+ impressions**
 - Facebook: **1.2M+ impressions**
 - Click-through rates significantly beat benchmarks
- Microsite traffic: **4K+ users, 13.5K total clicks, ~650 asset downloads**

Engagement



Three cheers for plasma donors who are the heroes to so many folks with rare and chronic health conditions! Every year in the first week of October, the world celebrates plasma donors - the people who roll up their sleeves to save lives!

#IPAW2024



10:11 AM · Oct 11, 2024 · 1,733 Views



"Whether donated regularly or once, all plasma donations are crucial for my health and others in the Alpha-1 community," says Alpha Karen Pittsley. To everyone who has donated or continues to donate plasma, thank you for making a difference in the lives of Alphas! #IPAW2024



Karin Pittsley



As an Alpha-1 patient, I receive weekly infusions of plasma proteins. Whether donated regularly or once, all plasma donations are crucial for my health and others in the Alpha-1 community.



Feedback



RECOGNITION

“It was **simple yet impactful**. Great way to support patients, helping them express their gratitude.”

“**Engaging with donors.**”

“The donor appreciation event we did with our donors was very successful. The donors really appreciated the **reminder of how their donations are utilized to help patients** across the world.”

“We really enjoyed celebrating with the donors and **acknowledging their major contribution of donating plasma to save lives.**”

“I like the fact that **we recognize donors.**”

INFORMATION

“This year, the **topics were informative and interesting** to keep my focus”

“I really **enjoyed all the informational facts** that I was not fully aware of”

“**We loved the IPAW materials** we received.”

ENGAGEMENT

“**Visibility** was high”

“**Very engaging**”

“**Community awareness & donor engagement**”

“The ‘Thank You’ flyers were a great addition. Also, **social media involvement is excellent.**”

AESTHETIC

“**Landing page** of the campaign was great.”

“**Visual identity and content drew people in.**”

“The landing page campaign and toolkit were **very well prepared.**”

“**Large signage** to let donors know about the week was helpful!”

“The theme design (color, logos, hashtag) were eye-catching. It was fun engaging with social media whether it be donors or patients.”

Lessons Learned

- **Be selective**
- **Buffering multiple stakeholder voices**
- **Expand spokesperson bench**
- **Explore low-cost tools**



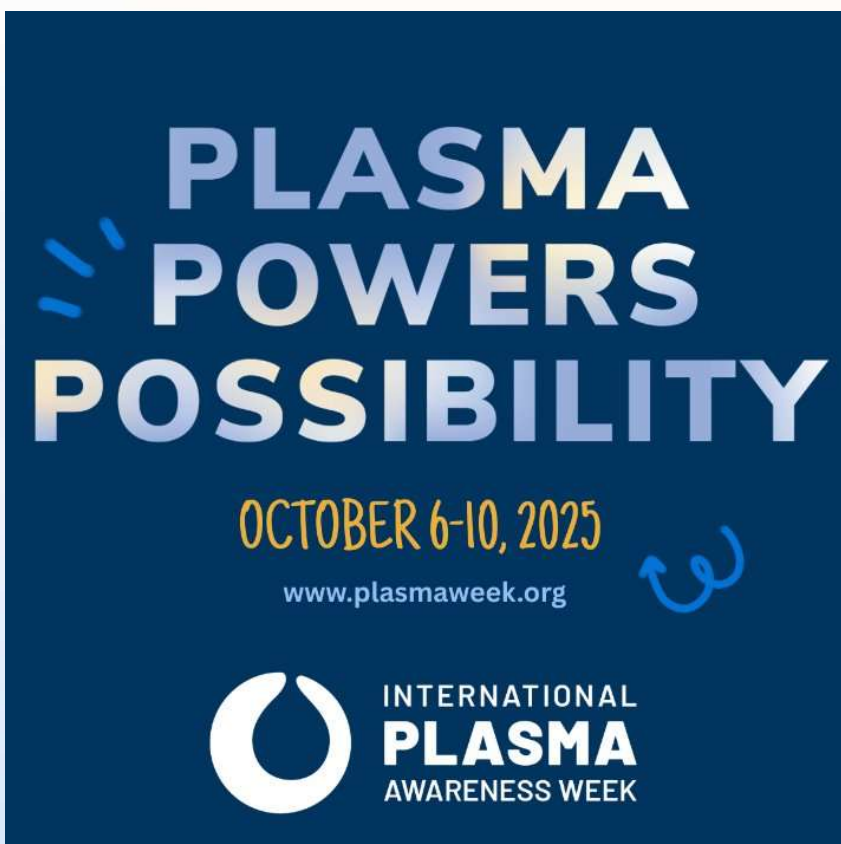
INTERNATIONAL
PLASMA
AWARENESS WEEK

PLASMA POWERS POSSIBILITY

Benchmarks for 2025

- **Continue to explore new tactics**
- **Engage new audiences**
- **Diversify materials**
- **Gamification of website**
- **Improve resources organization and add newsroom**
- **Increase social media engagement**

2025: In Motion!



**PLASMA
POWERS
POSSIBILITY**

OCTOBER 6-10, 2025

www.plasmaweek.org

 INTERNATIONAL
PLASMA
AWARENESS WEEK



INTERNATIONAL
PLASMA
AWARENESS WEEK

PLASMA POWERS POSSIBILITY



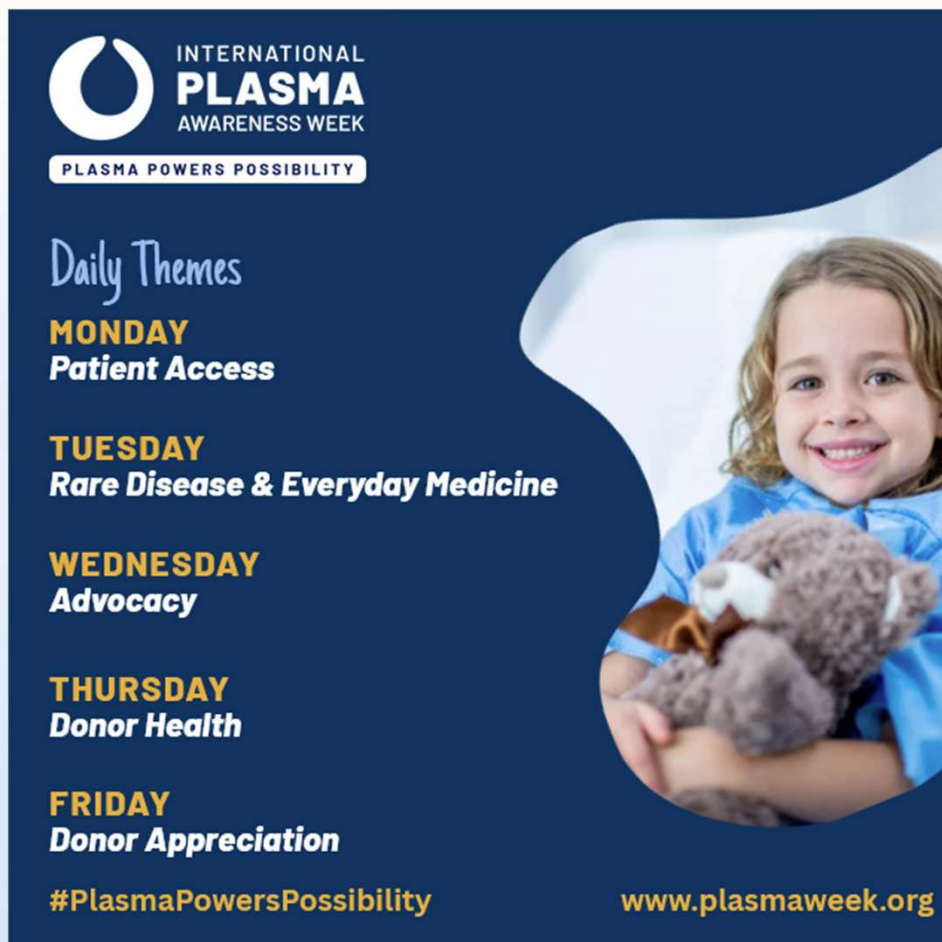
 INTERNATIONAL
PLASMA
AWARENESS WEEK

Start by printing this page to complete the puzzle on paper. Use a pen or pencil to fill in the word search by solving the clues provided.
Need a Hint? If you get stuck, don't worry — the answers can be found on the back.

C	P	L	B	S	I	M	M	U	N	O	L	O	G	Y
E	S	L	G	G	S	C	G	L	E	T	A	N	O	D
N	D	I	A	N	I	E	D	H	H	N	I	B	R	A
T	V	Y	S	S	O	F	N	L	O	V	O	L	N	V
E	P	P	Y	E	M	I	T	E	A	P	C	O	E	A
R	A	R	G	U	R	A	T	S	R	T	E	O	U	I
E	T	O	O	H	D	E	E	A	H	A	S	D	R	L
N	I	T	L	A	O	F	H	E	N	F	W	A	O	A
I	E	E	O	D	I	C	R	P	A	O	D	A	L	B
C	N	I	T	L	E	A	T	C	A	V	D	X	O	I
I	T	N	A	B	P	R	C	O	O	M	D	T	G	L
D	S	S	M	Y	H	E	I	C	B	O	S	X	Y	I
E	O	W	E	D	S	E	A	V	N	E	O	A	K	T
M	N	W	H	S	R	C	R	O	E	S	R	F	L	Y
C	G	H	W	K	Y	E	R	O	G	D	V	Q	B	P

ACCESS	DONOR	NEUROLOGY
ADVOCACY	GIFT	OCTOBER
AVAILABILITY	GIVE	PATIENTS
AWARENESS	HEMATOLOGY	PLASMA
BLOOD	HERO	PLASMAPHERESIS
CENTER	HOPE	PROTEINS
DERIVED	IMMUNOLOGY	THERAPY
DONATE	LIFESAVING	
DONATION	MEDICINE	

2025: In Motion!



INTERNATIONAL
PLASMA
AWARENESS WEEK

PLASMA POWERS POSSIBILITY

Daily Themes

MONDAY
Patient Access

TUESDAY
Rare Disease & Everyday Medicine

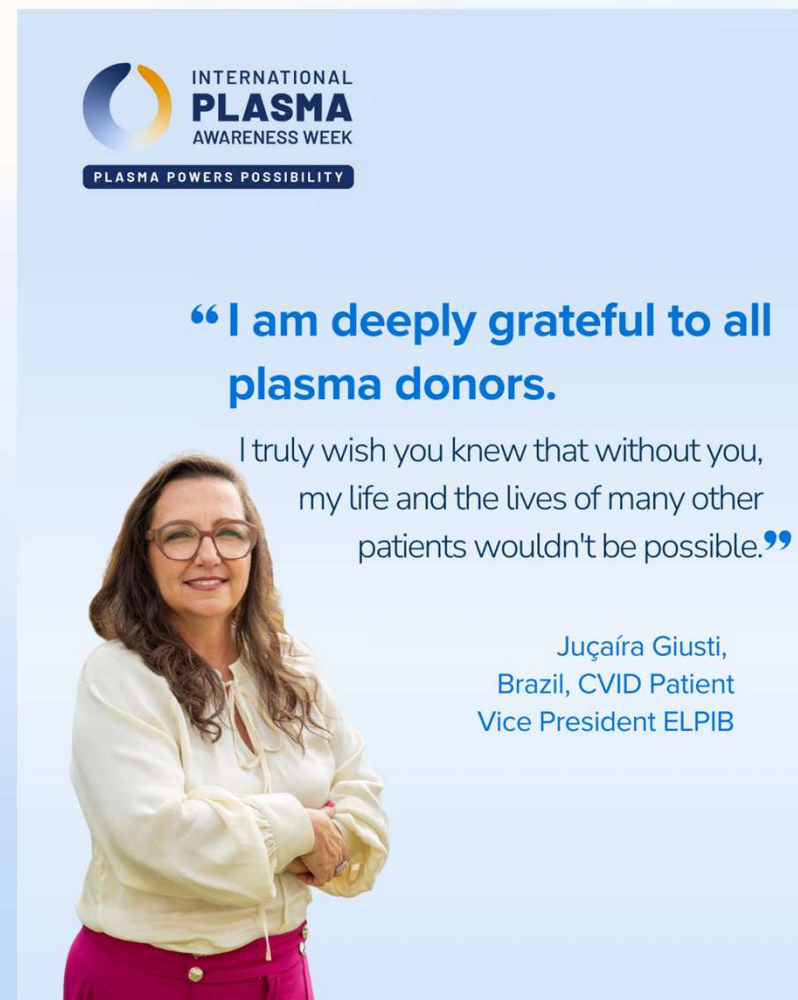
WEDNESDAY
Advocacy

THURSDAY
Donor Health

FRIDAY
Donor Appreciation

#PlasmaPowersPossibility

www.plasmaweek.org



INTERNATIONAL
PLASMA
AWARENESS WEEK

PLASMA POWERS POSSIBILITY

**“I am deeply grateful to all
plasma donors.**

I truly wish you knew that without you,
my life and the lives of many other
patients wouldn't be possible.”

Juçaira Giusti,
Brazil, CVID Patient
Vice President ELPiB



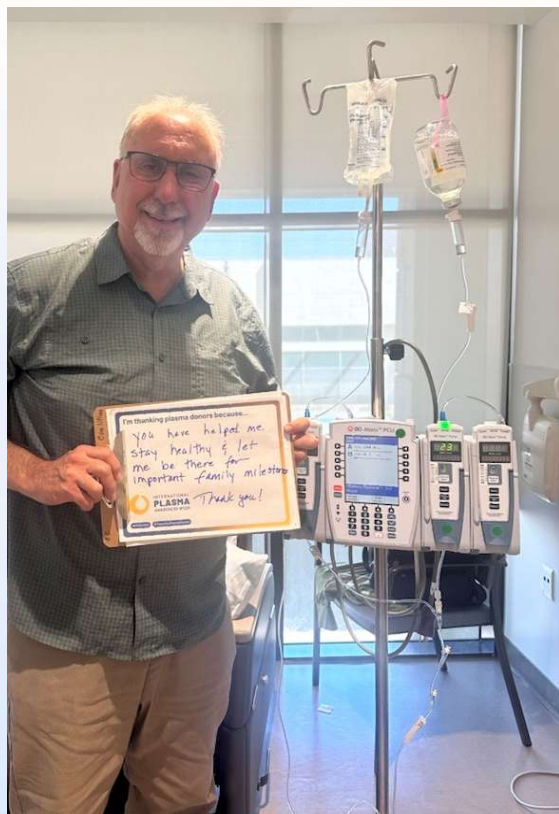
Region-Specific Activities for 2025

EU Activities

- Patient visits to meet donors



Plasma is *Personal*



THANK YOU DONORS!!!!





October 14-15, 2025
Alexandria, Virginia

pptaglobal.org/forum



October 16, 2025
Alexandria, Virginia

pptaglobal.org/businessforum

Registration Open!

**Separate registration links*

**Hotel Room Block ends
September 18th**

or until the room block is full

**Sponsorship Opportunities
Available**

Questions?

Stay in touch!

Ilana Ostrin

iostrin@pptaglobal.org



**PLASMA PROTEIN
THERAPEUTICS
ASSOCIATION**