

lupus cruel mystery tour 1 of 2

Client: Lupus Foundation of America

- National mobile tour visiting hospitals and clinics in major metro areas
- 45' custom bus with eight interactive exhibits to immerse visitor the effects of Lupus
- Eight innovative, exhibit displays allow visitors to experience what it is like to face Lupus

Strategy

Employ mobile tour to provide multiple levels of content to health care professionals and caregivers with high-level education and research news while informing existing patients about the latest developments towards treatment and cure.



thekerrygroup

INTERACT • INFLUENCE • ENGAGE

lupus cruel mystery tour 2 of 2

Kerry Group Responsible For

- Design & development of 45' trailer
- Design & development of interactive displays
- Tour management
- Hiring, training and management of staff



Business Results

- The program was launched in November 2013 and through mid-February 2013 has been the focal point of twenty seven events
- To date has proven very successful in spreading the message about Lupus in generating 527,372 mileage impressions, 22,427,091 paid media impressions and 242 media stories (TV, Radio Airings, Online, Print)
- While the tour is still in its early stages it has received strong endorsements from the Lupus Foundation and attendees alike

Attendee Verbatims:

- *“These are tears of joy, not sadness. This is amazing that you guys are doing this.”*
- *“Thank you so much for spreading the word and making people understand what I go through.”*
- *“Thanks for giving us a voice and spreading our message to the masses.”*