

A hand holding a smartphone displaying a QR code and text, next to a green folder with 'Dream' branding. The background shows a blurred dining table with a plate of food and a fork.

## the project.

Galderma DREAM Study launch and educational events

## the brief.

Launch Galderma's continuing education campaign centred on the latest findings from the DREAM study, and to communicate the application and patient benefits to healthcare practitioners across Australia.

Drive product knowledge and referral amongst doctors, and as a secondary audience, amongst patients to understand and request the product.



## the experience.

Synergy Effect devised and project managed a number of events tailored to specific target audiences. Kicking off the DREAM event series, an in-person media launch was curated at Aqua Dining in Sydney, bringing together top healthcare professionals.

With the launch of the DREAM study, a series of education events across Australia was undertaken. Synergy Effect worked with Galderma to create a look and feel that would WOW guests, and develop a program structure which could be carried across all events nationally. The product was integrated with tactile elements to cement learnings and inspire hands-on experiences. Interactive polling brought two-way guest engagement into the live presentations and enhanced the conversation.





# the results.

Significant media (online, print and social media) coverage was generated from the media launch event, as well as the education events. The feedback from the DREAM series of events was that they were highly informative, and incredibly experiential and memorable.



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## what our client said.

"The feedback that we have received on the event has been amazing! It all came together so well and went so smoothly. It was great working with you on this event and I look forward to the next one."

Jacqueline Hill, Brand Manager ANZ