



the project.

Galderma 'Personalisation Through the Generations' event series goes online

the brief.

In late 2019 Galderma launched its 'Personalisation Through the Generations' campaign comprising a five-city roadshow across Australia and New Zealand showcasing international Healthcare Professionals presenting cosmetic injecting techniques across generational ages. Each face-to-face event would reach 250-400 guests. However, due to COVID-19, we needed to bring the series online while ensuring top-quality vision, enhanced interactivity, and an immersive brand experience akin to what guests would experience in-person.

the experience.

Before arriving at the purpose-built, fully branded 3D virtual event space, guests were 'driven' through bustling city streets taking in billboards showcasing Galderma before 'walking' up the red carpet and entering through double doors.

The event presented as Galderma's own live TV talk-show presentation with enriched audience participation. Keynotes and product demonstrations were coupled with panel discussions. Live Q&A's were carried out throughout the program.



the results.

Guests reported the experience exceeded expectations and was the same or better than an in-person event.

Galderma was so impressed with the quality they added two extra events to the series to capture further industry interest and appointed Synergy Effect to create additional online and hybrid events in 2020 and 2021.



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what our client said.

“As a premium dermatology company, we live and breathe delivering high-quality education to Healthcare Professionals to enable patient satisfaction at every treatment opportunity. Moving from a live face-to-face event to a virtual environment while still maintaining an interactive, engaging and innovative forum that truly resonates with customers. The webinar, coupled by the clinical assets and education post event, the live chat and interaction opportunities proved a success for the brand. We’ve never seen brand engagement so high!”

Lani McGuire, Head of Portfolio and Education, Galderma Aesthetics