

Ankylosing Spondylitis

Awareness Campaign

SOLUTION

Utilize creative video storytelling to reach people on social media platforms and leverage a resource-packed landing page to provide personalized information and ongoing support from tailored series of emails.

OPPORTUNITY

Reach a target audience of young men and women with undiagnosed inflammatory back pain/ankylosing spondylitis, provide education about symptoms, and encourage them to see a doctor.

CHALLENGE

Lower back pain is a very common medical complaint, but some people with lower back pain don't know that their pain could be due to AS, a type of inflammatory arthritis.

THE CREATIVE



My Back Is Killing Me

"Fictional" series about a detective and police officer duo trying to crack the case about a woman's mysterious back pain.



Backsplaining

Animated explainers, optimized for SEO, that share important AS facts, highlight red-flag symptoms, and address misconceptions.



My Backstory

Profiles that reveal different patient journeys of what it was like to get diagnosed and what life is like with AS.

Ankylosing spondylitis is a complicated disease to educate people about. Video storytelling needs to grab attention, provide curated key messaging, and strike an emotional chord.



THE MARKETING

Influencer and grassroots marketing

TOP OF THE FUNNEL
Drive video views across social platforms (YouTube, Facebook) and CreakyJoints.org to expose a large audience of undiagnosed people to symptoms and facts about ankylosing spondylitis

SEO optimization

Organic social media

MIDDLE OF THE FUNNEL
Encourage people who've viewed videos to visit creakyjoints.org/backpain to take a short quiz about inflammatory vs. mechanical back pain

Search and social media advertising

Email marketing

BOTTOM OF THE FUNNEL
Use tailored email series to follow people on their patient journey to a diagnosis



The campaign launched on World AS Day, May 4, 2019

Top Videos by Views/Watch Time



1. When Is Back Pain Serious? Inflammatory vs Mechanical Back Pain
2. What Is Ankylosing Spondylitis? Know the Symptoms
3. Episode 1: A Mysterious Back Pain Attack | My Back Is Killing Me
4. Dr. Fardina Malik Explains Ankylosing Spondylitis | My Backstory
5. Misdiagnosed for Decades | Roz's Ankylosing Spondylitis Diagnosis Story

THE RESULTS

10,405
mins in watch time on YouTube

10,014
video views on YouTube

10,154
video views on Facebook

The video campaign drove **1,800** people to take our back pain quiz*

80% of people who completed the quiz presented inflammatory back pain

700 people opted to receive our personalized email series

What People Are Saying



It's about time, I'm a black woman too with AS. I don't have the gene either. This is the first time I've EVER seen a black woman talk about this horrible disease. You are not alone. Thank you for sharing your story.



I did the survey yesterday. I'll make an appointment with the doctor, as I have those symptoms.



I need to have this [HLA-B27] marker drawn. They say my issues are autoimmune but it has to be more than fibromyalgia/RA.

*Video views and traffic stats are for first 3 weeks of campaign