

AstraZeneca embraces children's wellness with PHE Canada partnership

*As consumers become more involved in managing their own health,
AstraZeneca sees value in building a strong brand presence.*

WHAT CIBC DID FOR THE Canadian Breast Cancer Foundation through the Run for the Cure, AstraZeneca proposes to do to children's health and wellness. If that sounds like too bold a statement consider that at the helm of At My Best, a new partnership between AstraZeneca and Physical and Health Education Canada (PHE Canada), is John Jenner, formerly Vice President of Sponsorship and Brand Revitalization at CIBC and now Executive Director of Customer Insights at AstraZeneca.

AstraZeneca's business is in the "downstream" area of health – the provision of medicines. Its goal, however, is to carve out emotional real estate upstream, proving to the market that it genuinely cares about disease prevention. It conducted research among 20 opinion leaders to determine how best to communicate that message, and the answer that came back led AstraZeneca to look at the issue of childhood obesity.

Jenner joined AstraZeneca two years ago and has been working on the program pretty much from the moment he was

hired. AstraZeneca has invested \$4 million so far into the program, and has committed to investing more than \$1 million per year to run it in approximately 1,000 schools per year. The current contract is for a three-year term and Jenner has hired a senior manager, Rose Crowther, to manage AstraZeneca's involvement full-time.

"This is a long term relationship," says Jenner. "This is definitely part of our brand promise."

"It's an incredible package for teachers. There's nothing like it."

At My Best is a program built from the ground up by AstraZeneca and PHE Canada. The ideal program would have three components: physical activity, proper nutrition and emotional well-being. Jenner said he canvassed

the marketplace for an existing program that would meet the company's needs, and found none. PHE offered properties with a strong physical activity component, and also had the advantage of a strong penetration in the school system. He offered to work with PHE to develop a program that addressed AstraZeneca's three needs and that could be put into the school system.

PHE Canada is the slick new brand for what was formerly the Canadian Association for Health, Physical Education, Recreation and Dance. At My Best was written and developed by a team of professional educators, says Executive Director Andrea Grantham. The kit includes the lesson plans and all the resources a teacher needs to teach the program, from bean bags, to balls to a music CD. It is a "one-stop shopping" program that will be attractive to teachers

who have physical and health education as only one element of a large number of competing priorities.

"I said I don't want a one-off, because these schoolteachers are too busy to deal with a one-off," says Jenner. "It's an incredible package for teachers," adds Grantham. "There's nothing like it."

One of PHE Canada's great strengths is its credibility and strong network in schools and school boards across the country. It has been a leading advocate for physical and health education in the school system for 75 years, says Grantham, and it will be using its existing communications media as well as its *gravitas* at conferences and public functions to promote the program.

Continued on page 4

In this issue

2010 Olympic and Paralympic Games	6	Mental Illness Awareness Week	2
2010 Olympic Torch Relay	7	Molson Canadian Wednesday Night	6
Alpine Canada	3	Hockey on TSN	6
Assante Wealth Management	2	NHL	2, 3
AstraZeneca Canada	1	Ottawa Senators	6
At My Best	1	Panasonic Canada Inc.	3
BC Civil Liberties Association	6	ParticipAction	7
Bob Dylan	2	Petro Canada Canadian Athlete Family Program	6
Bridgestone NHL Premiere 2008	3	PHE Canada	1
Canada Post	2	Port Metro Vancouver	6
Canada Post Foundation for Mental Health	2	rabble.ca	2
Coca Cola Canada	7	Raise-a-Reader Concert Series	2
Council of Canadians	2	Recycling Council of Ontario	5
Deloitte	6	Reebok	3
Douglas-Coldwell Foundation	2	Scotiabank NHL Fan Fav Award	2
Encana	2	Sogo Active	7
Hockey Calgary	4	Teck Cominco	2
Hockey Canada	4	United Steelworkers	2
Honda Canada	2	VANOC	6
Karl's Global Events	6	Waste Reduction Week	5
LG Electronics Canada	6	WHERE Challenge	2
Live Nation	2		

The deal

Sponsor: AstraZeneca Canada

Property: At My Best

Term: Three years

Rights fee: More than \$1 million per year

Benefits: Positions AstraZeneca as a brand fully committed to health and wellness, with a focus on children's health. Program grants AstraZeneca access to families and caregivers in the home and in a family setting.

Partners expected to back Calgary "rink-in-a-box" concept

CANADA'S ARENAS ARE looking at a renovation bill of approximately \$3.7 billion if they are to bring themselves up to today's construction and sustainability standards. That's the figure quoted in the 2005 arena survey conducted by the Canadian Recreation Facilities Council. Hockey Canada is prepared to raise awareness of the issue, but when it comes to actual fundraising, responsibility will likely fall to local champions like Hockey Calgary President Perry Cavanagh.

Cavanagh grabbed local headlines recently when it was reported that six new ice rinks would be built thanks to \$7 million he had raised from corporate sponsors. That report was premature, Cavanagh now says, but he is sticking by the top lines: between four and six rinks will be built, with Calgary's corporate sector picking up the tab. The announcement of the corporate partners is not imminent, but it will happen fairly soon.

Cavanagh calls the state of the country's arena infrastructure a national disgrace. Though Hockey Canada would appear to be the natural leader of a national campaign to engage the corporate sector on the issue, sponsorship actually stands in the way.

"We can ask the corporate sector to donate funds, but obviously we do have partners that we have to be sensitive to," says Kalli Quinn, Hockey Canada's Manager of Events and Facilities Development. A national effort to address the arena infrastructure deficit would present powerful branding and public relations opportunities to partners, and the size of the problem would require engagement of Hockey Canada's competitors as well. That's not going to happen.

The task of local fundraising would seem daunting given arena costs. The facilities Cavanagh proposes to build are dubbed "rink-in-a-box," a concept he helped develop after the bill for the twinning of the ice surface at the Max Bell Centre came in at \$12 million, and the fundraising campaign consumed nine years.

Shortly before the Max Bell Centre renovation opened in 2007, Cavanagh held the first "Ice Summit" in Calgary, aimed at raising awareness of the need for more arena space. The idea, he says, was to engage the five necessary funding partners:

the three levels of government, the corporate sector and end-users. A second summit was held at the Max Bell opening, this time specifically to gain support from the city and its planning department. "Planning delays alone on the Max Bell project cost that project probably in the neighbourhood of \$3 million to \$4 million," he says. It was at the third ice

summit, held early October, that Cavanagh hoped to name the corporate partners of his rink-in-a-box program, but difficulties with one of the partners intruded on his plans.

The rink-in-a-box is a pre-fab concept, with basic bleachers and dressing rooms. Cost for an indoor rink-in-a-box is approximately \$1.5 million, and about half

Continued on page 8

At My Best

Continued from page 1

"There will be no problem getting this out to schools," she promises.

Though there is now a growing, if perhaps grudging, acceptance of corporate partnership in the development of school curricula, a partnership with a major pharmaceutical company carries a big public relations risk. Both partners acknowledge this.

For most of its 75 year history, PHE Canada has been membership- and government-funded. Sponsorship is a relatively new revenue stream, and Grantham says PHE Canada did some serious due diligence before entering into the partnership.

"Working with them over these past two years, they have absolutely walked the talk," she says of AstraZeneca's commitment to children's wellness. "They are a remarkable company that really and truly cares."

The program at launch is aimed at very young children – kindergarten to grade 3. That's one reason why there is virtually no branding on the educational material, says Jenner. The kids are not the target. The parents, care-givers and other adults are. The program includes posters and material meant to be taken into the home and worked on as a family, and it is here that AstraZeneca hopes to communicate its message of care for Canadians' health, a message aimed squarely at the adults in the household.

AstraZeneca will also rely on its own relationship with physicians to raise awareness. The program has the endorsement of the College of Family Physicians. Physicians will be supplied with posters and brochures about the program.

The program has room for other corporate partners, says Jenner. *Canadian Living* is also a program sponsor.

Further plans for At My Best include its extension to later grades. Jenner says his concern during these early days is to

get the program right. As part of the launch effort, PHE Canada will be seeking feedback from participating schools on the effectiveness of At My Best. Grantham says roughly 10% of schools will usually provide detailed feedback that will lead to program improvements and a catalogue of success stories that will be shared on www.atmybest.ca.

Jenner says that once he is satisfied that it is running well, it will be extended to older children. Tearing a page from his CIBC Run for the Cure days, Jenner says AstraZeneca is also considering an "At My Best Day" during which schools across the country would celebrate their accomplishments in the program.

Building the brand

"Down the road, and we're already starting to see it, patients [will take] a more active role in working with both physicians and pharmacists in deciding what medicines should be put into their bodies. Being from the banking world and other industries where corporate branding is so important, we want to raise awareness of who AstraZeneca is, the types of medicines we do manufacture, but what we really stand for, and that's the health of Canadians."

AstraZeneca hopes that patients will express brand preference when discussing medications with their physician.

Out of the pilot program in Mississauga emerged one comment from a teacher reflecting a new awareness of AstraZeneca as a brand, and a clear preference for the brand over any other offering a competing medication.

"The pharmaceutical industry is maybe where the banking industry was 10 or 15 years ago," says Jenner. "We're extremely product focussed, and less focussed on customer relationships and corporate branding. This particular initiative that we've developed is extremely critical to reinforce our brand promise and our corporate brand."