

# HERE TO HELP



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## INSPIRED VIRTUAL EXPERIENCES

Argenx, a global biopharmaceutical company, wanted to bring attention to those living with Myasthenia Gravis (MG), an autoimmune disease that afflicts over 100,000 people. But, how to bring together a community needing to connect when social distancing is the norm and people challenged with MG can't meet in person? Bring them together virtually.

That's how MG Illuminate was born. This wouldn't be a run-of-the-mill webinar, but rather a full-scale virtual celebration launched on June 1st to kick off MG Awareness Month. At the center of it all would be MG United, a new digital community platform that provides clear, credible information about MG and advice on the many ways it affects the people who live with it and those who love them.

MG Illuminate attracted over 700 attendees – from 39 states and four countries – who enjoyed a variety of segments, including a lively patient-doctor forum, a sneak peek at a new documentary focusing on MG, and a panel conversation with its filmmakers. Attendees also experienced a debut tour of MGUnited.com with a surprise guest who had been featured on MG United's first "Real Stories" profile. For those looking to express their creativity, there was fun to be had with the My MG Sole project, which featured live shoe art creation and challenges within the community for others to participate.

Then, for the finale, we brought the physical world back into the picture as Argenx lit up the country in MG's signature teal color, illuminating the Zakim Memorial Bridge in Boston, the Lowery Bridge in Minneapolis, and the Pacific Wheel on the Santa Monica Boardwalk in California. With 91% of attendees watching until the end of the two-hour stream, it's safe to say the event was a success.

"Of course, it's very difficult to replace in-person interaction and

building those personal relationships," said Katrina Sergeev Gary, Director of U.S. Patient Marketing MG at Argenx. "But I think it's just about spending time and listening. So, connecting with the community, listening to their stories, and working with them to create these initiatives. And not just talking the talk, but walking the walk alongside them, has proven very effective."

To bring this vision to life, the Inspira team selected and managed vendors, hired on-camera talent, created the MG Illuminate microsite, handled logistical items such as invitations and registrations, produced creative, integrated social, handled script writing, and created evergreen video content. During the event, our team ran production, A/V support, and event moderation to ensure it went off without a hitch for both hosts and attendees. Finally, we coordinated the landmark lighting across the nation.

Since March, Covid-19 has shut down live events, but Inspira's prior virtual event experience, ability to quickly pivot and develop innovative solutions for our clients, and top-tier talent have allowed us to thrive in uncertain times. In addition to our work for Argenx, we've also designed and executed virtual experiences for renowned companies and teams such as Diageo, the Houston Rockets, and UBS. Visit us at [inspiramarketing.com](http://inspiramarketing.com) to learn how we can help you create integrated live, virtual, or hybrid brand experiences.

