

## Case Study | Healthcare Professionals

Merck & Co., Inc. is a global, research-driven pharmaceutical company dedicated to putting patients first. GARDASIL is one of several vaccines marketed by Merck.

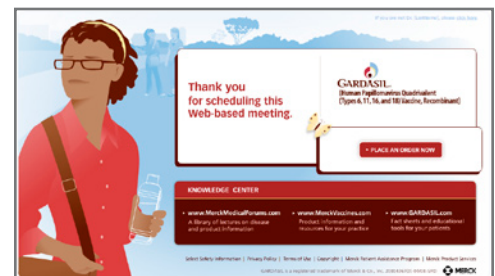
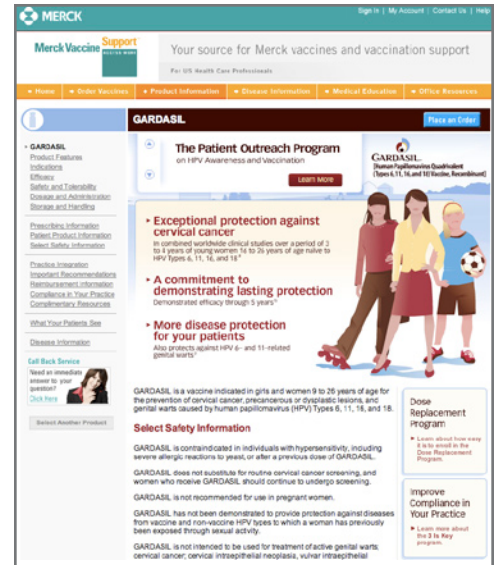
### The Challenge

Merck sought Blue Diesel's help in identifying and implementing powerful interactive tools for GARDASIL that would resonate with healthcare professionals and provide them with relevant medical and product information in the Web environment.

### The Solution

Blue Diesel crafted a strategy to guide the ongoing tactical development of interactive efforts after the initial product launch. This included managing the GARDASIL product and disease awareness presence on MerckVaccines.com, developing eDetail presentations for virtual detailing by Merck representatives, producing rich media and static banners, and creating a product infosite on Medscape.com.

During implementation of the online strategy, Blue Diesel leveraged brand assets created by project partners and translated them to the interactive environment. The brand's core message was delivered in new and innovative ways, ultimately making the brand experience more compelling and engaging. All the while, Blue Diesel beat the clock on exceptionally tight go-live deadlines.



## The Impact

Blue Diesel's integrated interactive strategy produced great results for Merck. The GARDASIL product pages on MerckVaccines.com are some of the most-visited pages in the portal. The best part is that the seamless, far-reaching interactive campaign helped Merck reach total 2007 sales of \$339 million for the fourth quarter and \$1.5 billion for the year.