

## **BARD ADVERTISING—CREATES AWARENESS FOR NATIONAL MARROW DONOR PROGRAM**

Edina, MN—February 14, 2006—BARD Advertising, Inc., a marketing communications agency, released results today for a creative marketing strategy they implemented for the National Marrow Donor Program (NMDP). Back in the fall of '05, BARD was asked by NMDP to develop solutions that would launch their new online Web-based physician resource center, educate attendees and drive traffic to the NMDP booth, at the American Society of Hematology (ASH) conference, held last December.

Barbra Stabno, the lead account supervisor on the project said, “We needed to think outside the box and design new bolder and larger booth graphics, with a compelling message—one with an emotional pull. BARD had to create an innovative “on-trend” way to attract attendees.” The solution was the “Case Challenge”—an interactive computer game played at the NMDP booth with an educational “give-away.” Each attendee who played the game received a free USB drive, loaded with educational tools from NMDP and a print handout highlighting key components of the Web resource center to reinforce the overall initiative. All of the components worked together, from the pre-show mailer to the booth graphics, to produce a strong ROI. More than 300 attendees visited the NMDP booth, 200 took the Case Challenge, booth leads increased 622% over the previous year.

NMDP manager of market development had this to say, “ASH was very successful for us! We were very pleased with the results and it’s wonderful to have attendees bring the mailer to the booth and ask about the Case Challenge. The materials helped NMDP educate many physicians on the role and timing of transplantation. Because of BARD’s creative talents, more patients should have the opportunity to choose this potentially life-saving option.” To learn more about the National Marrow Donor Program’s physician resource center, visit [www.marrow.org/md](http://www.marrow.org/md).

### **ABOUT BARD ADVERTISING**

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It’s all about the results!