



# DDW *BOLD* 2.0 BOOTH

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# THE ASK

How can STELARA® show up in a meaningful way that's going to generate excitement, claim a leadership position, and take some attention away from the launch of Skyrizi in the GI space?

# *DESTINATION STELARA®*

Destination STELARA® invites HCPs to travel through multiple concourses mapping out the journey to remission. We will use an immersive airport model to drive home the reason as to why STELARA® should be the HCPs 1L biologic of choice.

The space will utilize educational resources displayed through mixed media and interactive informational kiosks activated by their personal boarding pass. Concourses will lead to a VR experience arriving at destinations where moments are meaningfully shared with loved ones.

# DESTINATION STELARA®

## CHECK-IN STATION



HCPs will receive a boarding pass upon arrival, giving them access to numerous concourses that provide them with information about STELARA® .

## BOARDING PASS



Souvenir boarding pass contains QR code that can be scanned, allowing access to in-booth and post-convention information.

## ACTIVITIES

### INFORMATION KIOSKS



Information kiosks provide an experience for HCPs to push a button and hear patient remission stories.

### STELARA AIR MAP



Terminal map will help HCPs navigate the different concourses and provide further information about STELARA®.

# DESTINATION STELARA®

## INFORMATIONAL CONCOURSES



**Yellow-** Rapid response  
& lasting remission

**Blue-** Proven safety  
across CD & UC

**Purple-** Patient stories  
(videos & quotes)

HCPs take their chosen path to a destination via informational concourses. Each color has different information via posters, banners, and floor graphics describing why STELARA® is their 1L biologic of choice.

Each concourse leads to a different 'destination.'

# DESTINATION STELARA®

## DESTINATION EXPERIENCES



HCPs will end their journey through Destination STELARA® with a Virtual Reality experience to each of the three destinations.



### DESTINATION 1: Tropics



### DESTINATION 2: Northern lights



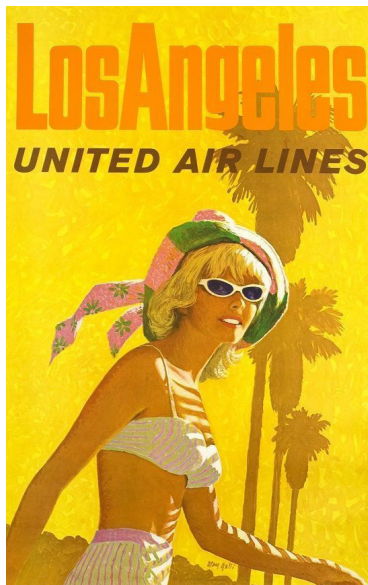
### DESTINATION 3: BBQ with friends & family





TIME	DESTINATION	GATE	FLIGHT
12:15	PARIS	A2	1369
12:35	LONDON	B1	1457
14:50	MILAN	C3	5823
15:25	NEW YORK	D2	7253

INSPIRATION FOR POSTERS,  
BANNERS, WRAPS &  
PROMOTIONAL MATERIALS



AIRPLANE WINDOW PHOTO  
BOOTH & MOVING WALKWAY





NEWSSTAND WITH IN-FLIGHT  
MAGAZINES & WATER BOTTLES



BAGGAGE CLAIM WHERE  
HCPS CAN PICK UP A  
SMALL 'SUITCASE' OF  
INFORMATION





# *IT'S ALL CONNECTED*

HCPs are connecting with their patients every day, allowing patients the opportunity to build their own meaningful connections. Within an exploratory space, HCPs will become the key players in connecting patient success stories and the science that made these moments possible.

Through use of visual displays and interactive installations, HCPs will be invited to actually connect all of the wonderful moments that STELARA® has created for their patients.

# IT'S ALL CONNECTED

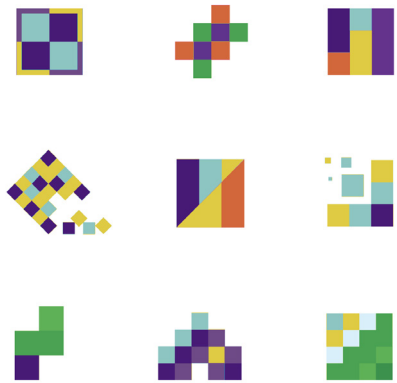
REARRANGE THE 'MOMENT'



A large lightbox with chevron arrow shaped images of different moments from the commercial that HCPs can rearrange.

# IT'S ALL CONNECTED

## VIRTUAL MANIPULATIVES



Interactive screens that show each character 'moment' in a video

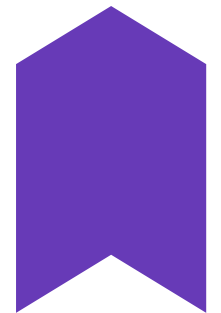
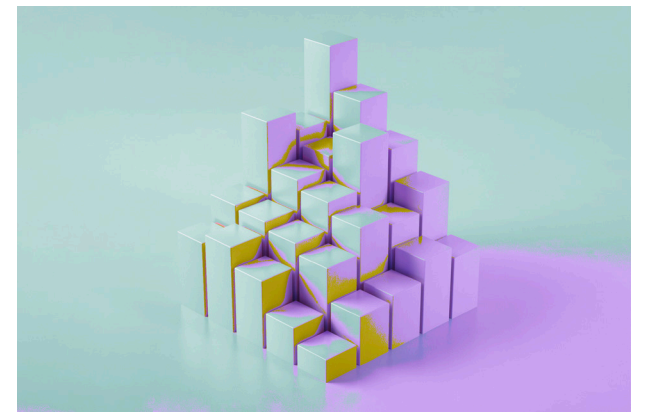
- Connecting block animation
- Depicting remission videos/ patient emotions
- Tetris-style projection on banners

# IT'S ALL CONNECTED

## STELARA-RAMA



Large display in the center of the room featuring chevron-shaped dioramas. Each diorama depicts commercial scenes and meaningful STELARA® patient moments.



# *A MUSEUM OF MOMENTS*

Some of the greatest moments in our lives are ones we can share, time and time again. By showcasing innovative and bold artistic displays, we will exhibit the exciting moments of STELARA® patient remission.

HCPs will be drawn in by a striking art museum layout featuring a variety of framed artworks and sculptures.

# A MUSEUM OF MOMENTS

## ENTERING THE MOMENT



## MUSEUM TICKET



Souvenir ticket contains QR code that can be scanned, allowing access to in-booth and post-convention information.

## MUSEUM BROCHURE



Museum brochure will help HCPs navigate the exhibits and provide further information about STELARA®.

HCPs will walk through a life-size frame that enters into a room full of patient remission artwork.

# A MUSEUM OF MOMENTS

## FRAMING MOMENTS



The art exhibition will feature the great moments of STELARA® patient remission. Digital photos/ videos in frames, framed paintings from commercial, and framed artworks featuring remission moments will all be displayed.



# A MUSEUM OF MOMENTS

## SYMPTOM TO SOLACE

Dual sculpture centerpiece depicting illuminated symptom areas on one sculpture, and a sleek STELARA® branded projection on the second.



# A MUSEUM OF MOMENTS

## SCULPTED STORIES



Bold, bright sculptures placed throughout where HCPs can push a button and hear patient remission stories. We will also use several art gallery sculptures from the commercial to highlight the science behind STELARA®. The sculptures will illuminate upon interaction, generating curiosity.

# A MUSEUM OF MOMENTS

## THE 'DIANA' EXHIBIT



A digital mirror featuring the Diana “flare up” scene will shatter as the HCPs leave the exhibit and an image of a smiling Diana will appear with STELARA® branding underneath.



COLORFUL ARCHWAYS  
& FABRIC BANNERS



INTERACTIVE MIRRORS  
& SCREENS





## POSTERS, BANNERS, WRAPS & PROMOTIONAL MATERIALS



THANK YOU