

4GRANTED

Reputation initiative for the generics
and biosimilars industry



The Big Idea

A top-of-mind emotional connection.

Prompt people to think and talk about things they **take for granted** in their lives, like generic medicines.

This will sensitize them to the need to appreciate and support the industry that produces the medicines they rely on every day.

Bring the Idea to Life

Industry

The industry and its employees must be the catalysts. They need to share on social media what they take for granted to encourage others to do the same.

Donations

New charitable donations of meds from AAM members will motivate the public to share their “take for granted” stories on social media. The “reward” of a donation will be the engine of virality.

Everybody

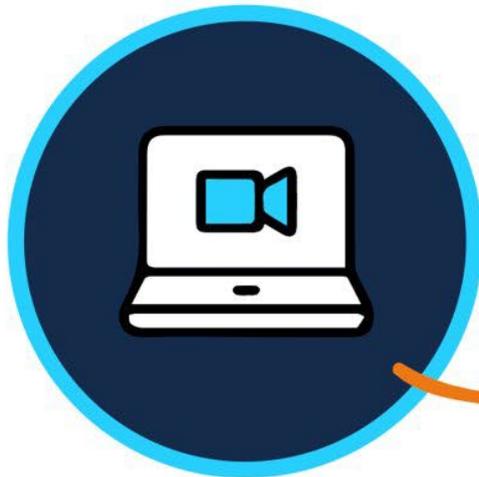
A campaign that is accessible and engaging to all Americans is essential to its success.

Calendar

Use holidays like Valentine’s, Mother’s Day and others on the calendar to increase engagement. Prompt people to share stories of taking loved ones for granted.

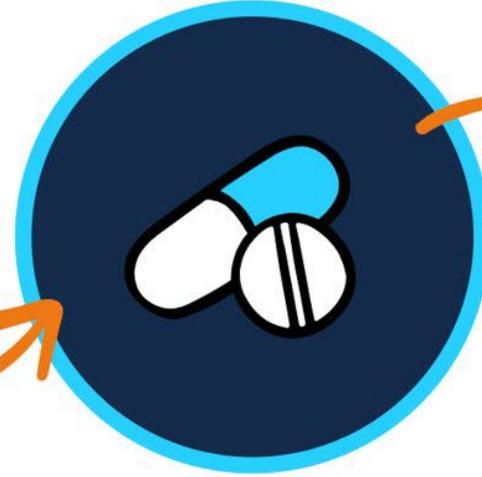
Share the Gift of Health

Your participation will result in the donation of medicines



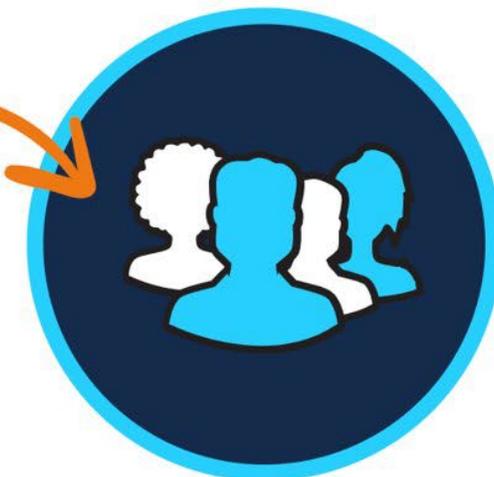
Your video

Record and share your video



Donation of medicine

You'll be acknowledged by a donation of medicine



Millions of meds to those in need

Direct Relief distributes to partner clinics that treat underserved patients



Leslie shares what she takes #4GRxANTED



Kate shares what she takes #4GRxANTED

Phases of Activation

Q1 2023

Phase 1: Industry

GOAL: Set up and seed content

- Member company employees
- DC/Consumer/Trade media
- AAM Access! attendees
- Direct Relief audience
- Celebrity or HC influencer

Q2 2023

Phase 2: Public

GOAL: Extend reach/virality

- Industry
- Patients/Consumers
- Policy Influencers
- Media
- HCPs, Allies/Patient Groups

Q3/4 2023

Phase 3: Partners

GOAL: Grow and sustain

- International Partners
- Supply Chain
- Physician/Patient Influencers



Mark Cuban shares what he takes #4GRxANTED

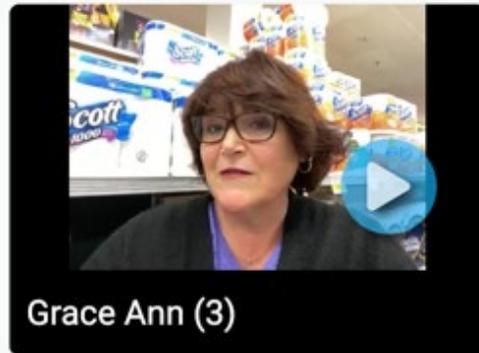
Q1 2023

Phase 1: Industry

GOAL: Record a video



Jonathan (2)



Grace Ann (3)



Anthony (4)



Deedar (6)



Jessica (9)

Record YOUR story now at
4GRxANTED.org

4GRANTED - Share the gift of health

4grxanted.org

accessiblemeds.org | biosimilarscouncil.org

4GRANTED Share Your Story

About | Social Toolkit | How it Works

SHARE YOUR STORY

What do you take for granted?
...My Health

Sharing your story helps medicines get to those in need

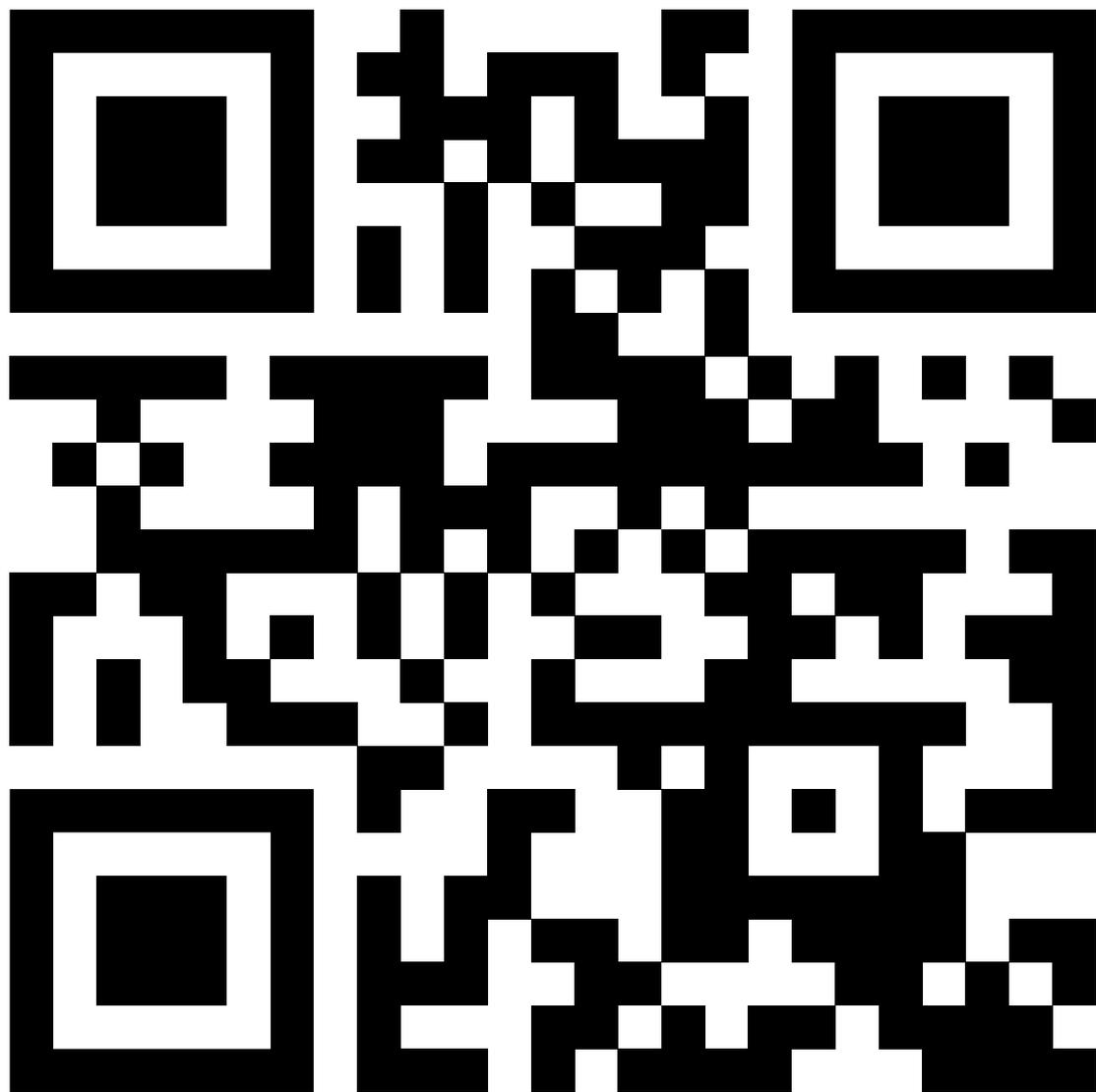
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**Record YOUR
story now at
4GRxANTED.org**

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#4GRxANTED
Social campaign powered by the generics & biosimilars industry. Your #4GRxANTED video will result in the donation of medicines to underserved patients.
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