



**2.200.466** = TOTAL OF ESTIMATED CONTACTS WITH THE CAMPAIGN UNTIL OCTOBER 31

\* Estimated contacts are the sum of official data from local councils about concert viewers, PSOPortugal social network reaches contacts, interaction on Emanuel's social networks, audiences on music platforms and average media audience

“Tens direito a ser feliz – PSOMúsica” is PSOPortugal’s 2019 campaign and intends to motivate psoriasis patients to pursue and **reach the happiness that they are entitled to have**, through an efficient treatment. Because **Clear Skin Isn’t Almost Clear**, and giving up is not an option!



## PSOMusic

A music written and produced by **Emanuel**



**11** concerts all over the country



**20.200** people were at the concerts

### 15<sup>th</sup> PSOPORTUGAL NATIONAL MEETING

October 26<sup>th</sup>



There were more than 100 members of PSOPortugal present. Emanuel was there to talk about the campaign and to present the videoclip.

### VIDEOCLIP LAUNCH

October 28<sup>th</sup>



Youtube PSOPortugal

Youtube Emanuel

**500 views** in four days - 28/10 – 31/10

### WORLD PSORIASIS DAY

October 29<sup>th</sup>

On the World Psoriasis Day, the three main TV national channels addressed the topic throughout the day .



### Digital



PSOPortugal → 15 publications

**33.868** reached people

+ **154 followers** on PSOPortugal's page since October 16th

**6.610** interactions with the publications

**430** shares



Emanuel → More than **12.300 interactions** (comments, shares and likes)

→ 20 publications on both channels

PSOMúsica is available in **19 music platforms**



amazonmusic



An estimated **2.000** listeners

### Media Relations – Done & On going

**41 publications** in social media

**2.131.226 contacts** with the campaign

**41 minutes** in television



- >> Presence in the 3 main TV channels
- >> Interviews on information programs
- >> Journalistic report on Primeiro Jornal, SIC
- >> Interviews on intertainment programs
- >> Interviews with health specialized media
- >> Interviews with feminine and lifestyle magazines