

Communications Pillar Summary

Category (from original Pillar plan)	Task	Status
Message Strategy/ Material Development	Create list of additional messaging needs	Completed in 2021
	Develop EFSA or European-centric infographic	Completed in 2021
	Develop 2 new infographics per year	Complete and ongoing
Global Market Segmentation and Consumer/HCP Outreach	Identify and conduct programming in 3 target markets per year*	<ul style="list-style-type: none">Updated to ONE market per year (3 was not feasible with existing resources and budget)Programming done in Turkey, Poland and Singapore in 2022 and 2023.Additional programming planned for Turkey and possibly Mexico in 2024; currently exploring Asian market outreach in Korea and possibly China.
Development and Execution of Communications Vehicles and Tactics	Conduct needs assessment for social media channels	Complete and ongoing Adapted in 2023 to include more video. Exploring whether to add TikTok or Threads in 2024.
	Establish Global Omega-3 Day	Complete and ongoing

Communications Pillar : North America Highlights

- Global Omega-3 Day huge success!
- Social media grew: 194% increase in followers
- HCP Activation paid off with strong coverage
 - FoodFluence
 - Shopping for Health
 - CME for nurse practitioners
 - Online advertising
- Consumer and HCP newsletters continue to keep omega-3s on the radar



Communications Pillar: Global Highlights

- Global Omega-3 Day outreach in Poland showed how effective a comprehensive targeted effort can be
- Last year's pharmacist conference presentation in Turkey was a good learning but disappointing in terms of the audience (not high enough level pharmacists)
- Upcoming outreach in Mexico (with doctor-focused organization) seems promising
- Ramping efforts in Asia for 2024 (Singapore, Korea and China)

