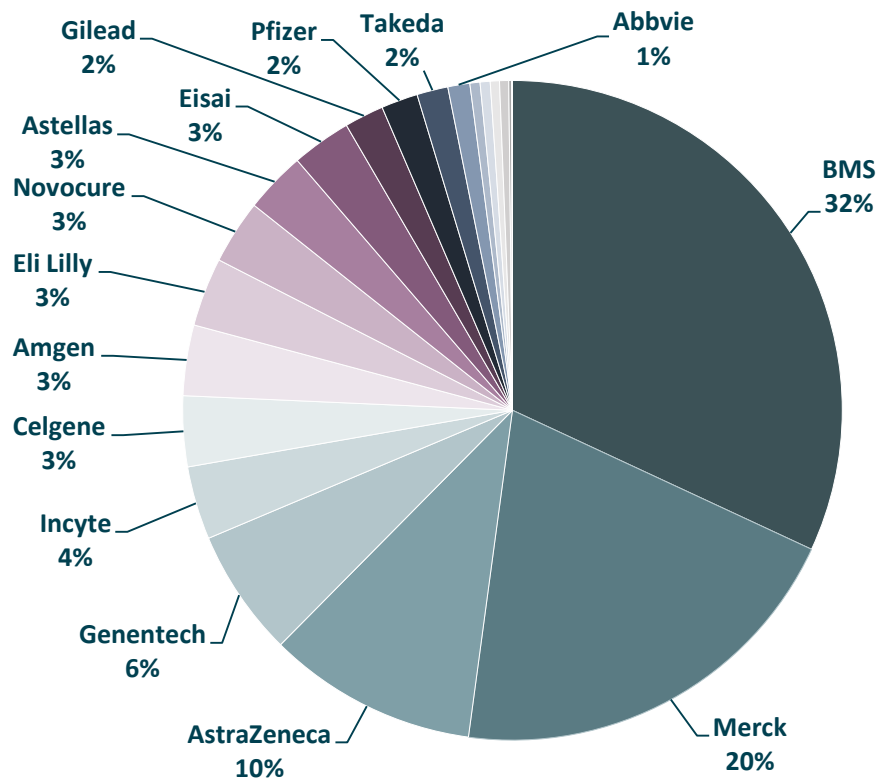


# AACR 2019 Pharma share-of-voice

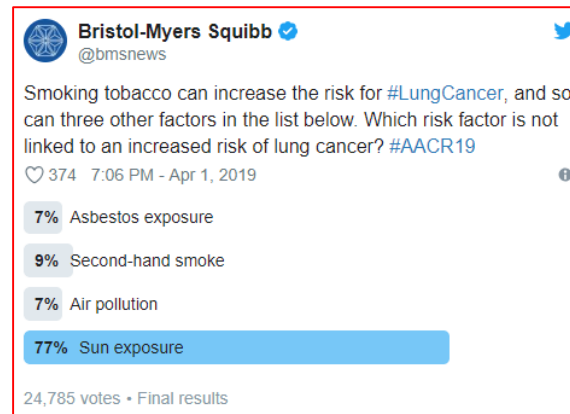
## How to make an impact with your online audience

Online share-of-voice among 'supporter' pharma companies during this year's AACR



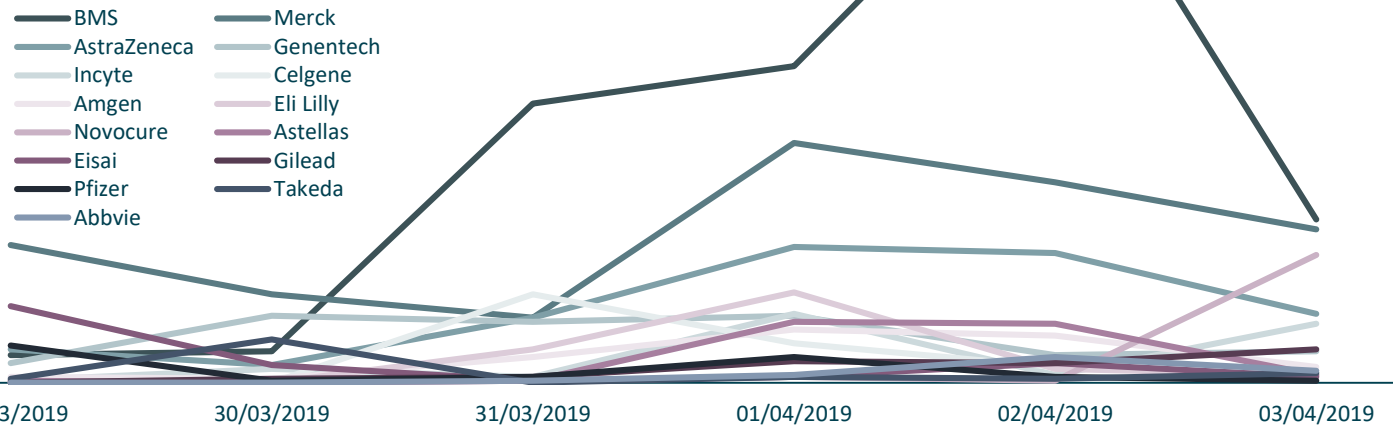
Online share-of-voice is defined as the number of people discussing supporters on social media and other online sources

Standing out at a congress can take many different approaches. BMS had the largest online share-of-voice at AACR 2019 – not only by presenting impactful study data, they also created a Twitter survey to engage with the public and participants of AACR 2019



Bristol-Myers Squibb Announces Long-Term Survival Results from Pooled Analyses of *Opdivo* (nivolumab) in Previously-Treated Non-Small Cell Lung Cancer Patients  
Analyses include the longest follow-up of lung cancer patients treated with Immunology therapy in phase 3 randomized trials  
April 02, 2019 01:00 PM Eastern Daylight Time

Mention volume based on share-of-voice



AACR: American Association of Cancer Research; 'Supporters' are organizations which provided funding to AACR 2019; Daiichi Sankyo, Ipsen, Janssen, Novartis, Pharmacyclics, Prometheus Laboratories, Regeneron, Seattle Genetics, Taiho Oncology and Tesaro all had very minimal online noise at AACR 2019 - they are not represented on the AACR 2019 pharma supporters share-of-voice charts as their share-of-voice is equal to <0.5%.