

# Prostate Cancer

*2022 Father's Day Campaign*

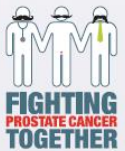
# *Implementation Guide*

# 2022 Father's Day Campaign Ad Series

1<sup>st</sup> Ad

His prostate health matters because...

**He's Our Dad.  
Our Hero. Our King.**



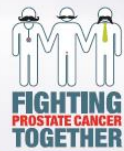
janssen  PHARMACEUTICAL COMPANIES OF  
Johnson & Johnson

Johnson & Johnson  
SOUTHEAST ASIA

2<sup>nd</sup> Ad

Early treatment can make a difference.

**Time is Precious.  
Happy Father's Day.**



janssen  PHARMACEUTICAL COMPANIES OF  
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SOUTHEAST ASIA

## Prostate Cancer Campaign Ad Series

- Promotional Material: Can be used as a detail aid cover, poster, folder (with promotional materials inside).
- To be implemented together, in sequence ie one after another.
- Can be changed / adapted locally. Possible to add brand logos. All production files available in ONCOvault.
- Please submit for local review prior to dissemination.

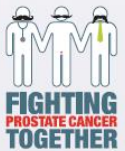
 **Erleada**<sup>™</sup>  
(apalutamide) tablets

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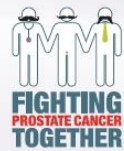
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## Detailing Flow

### 1<sup>st</sup> Ad

- Prostate health matters and should be **prioritized** in men's health.
- To care for our Dad (or any men in the family – brother, spouse)
- **Crown's glowing in gold. Alive.**

### 2<sup>nd</sup> Ad

- "Gone too soon".
- **Crown discoloured (life has ended).**
- **Do not wait to treat.**
- Early treatment can make a difference **because early treatment prolongs life.**

### Call to Action

- **Diagnose and treat early, at mCSPC / nmCRPC stages.**
- **Erleada is the brand of choice.**

 **Erleada**<sup>TM</sup>  
(apalutamide) tablets