

Market Report

# Allergy Prevention Therapy for Infants



## Objective

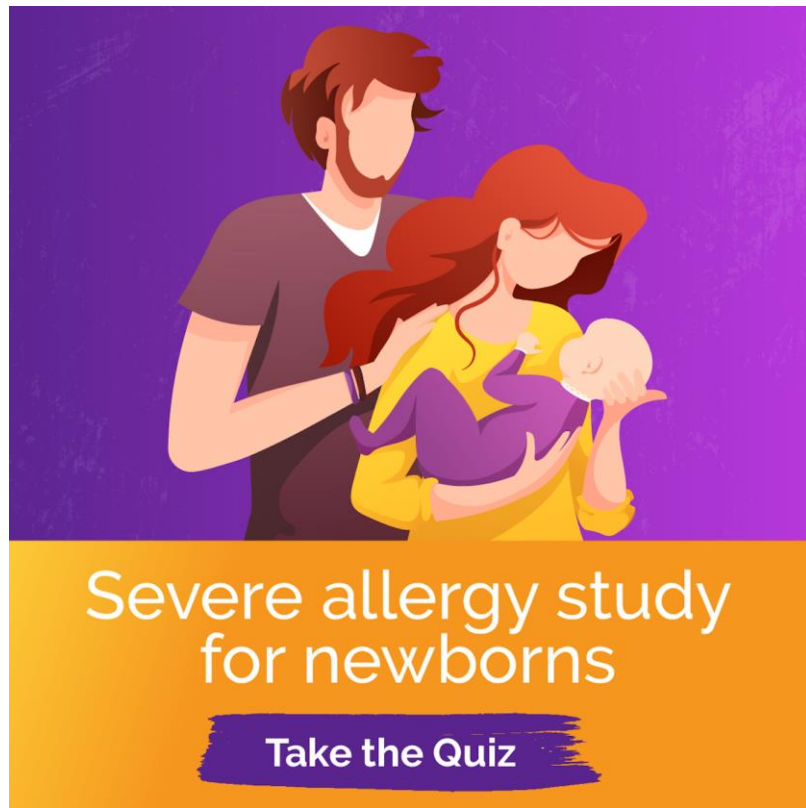
- Conduct a social media campaign to locate parents with neonates or infants at high-risk for developing asthma, allergic rhinitis, atopic dermatitis and food allergies
- Targeted men and women, 18 - 60, living within 25 miles of clinical trial sites.

## Acquisition Metrics

- 14 total survey submissions
- 9 qualified submissions

## Campaign Dates

- March 25 - 27, 2021



## Process

- Eight Facebook ads with imagery designed to quickly resonate with the target audience
  - Four unique graphics
  - Two copy variants
- One landing page
- One online screener
- Two thank you pages for qualified and disqualified survey participants with links to informational resources.

## Image Assets Tested



## Inclusion Criteria

- Part A: babies between 28 days and < 12 months of life at the time of enrollment
- Part B: baby is  $\leq 7$  days of life at the time of enrollment.
- Biological parent providing consent is age 18 years or older.
- Biological mother and/or biological father and/or full sibling(s), have a history of asthma, atopic dermatitis, food allergy, or allergic rhinitis as determined by the screening questionnaire
- Babies with a birth weight  $\geq 2.5$  kg and  $\leq 4.5$  kg (Part B)
- Baby's parent(s) do not plan to give probiotics to the subject during the trial (Part A) or from the time of birth to the end of the trial (Part B)

## Study Requirements

- Willing to use the study's live biotherapeutic product (LBP).
- The LBP had to be poured from a capsule and mixed with a small amount of breast milk, formula, or soft food, then fed by mouth to the baby once daily for a year.

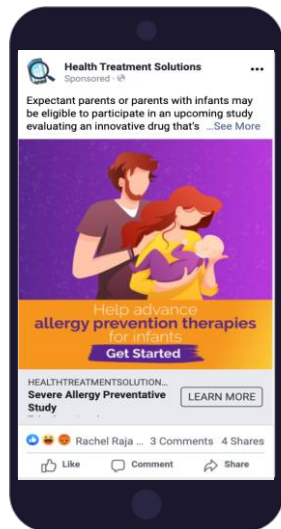
## Exclusion Criteria

- Babies born at < 35 weeks' gestation (Part B)
- Babies with feeding problems, metabolism problems, heart disease or lung disease.
- Subject is participating in another interventional clinical study involving investigational medication, formula, probiotic, or prebiotic use within 30 days (or five half-lives, whichever is longer) of this study

# Attract patients who need treatment

Optimized to ensure high consumer engagement

## Social Media



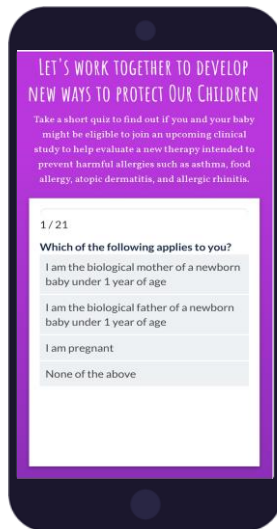
Attract

## Landing Page



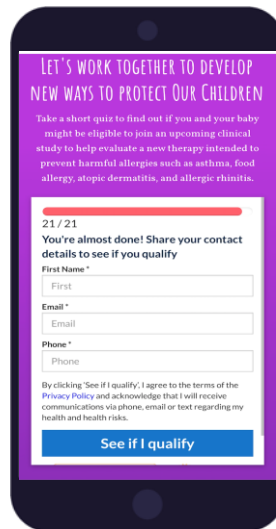
Engage

## Symptoms



Qualify

## Submit



Collect

## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience



## YOUR FAMILY MIGHT BE ELIGIBLE TO JOIN THE STUDY!

Thank you for taking the time to complete our quiz. Based on your responses, it seems that your family might be eligible to join the upcoming study to help develop therapies intended to prevent your child and others from developing harmful allergies.

We will contact you with more information when the study begins enrolling families in your area. In the meantime, please explore the resources below.



## WE'RE SORRY

Thank you for taking the time to complete our quiz. Based on your responses, it seems that your family **would not** be eligible to join the upcoming study. Please talk with your doctor if you have concerns about your child's risk for developing allergies.

## PEDIATRIC ALLERGY RESOURCES

Click the buttons below to learn more about inherited allergies in children.

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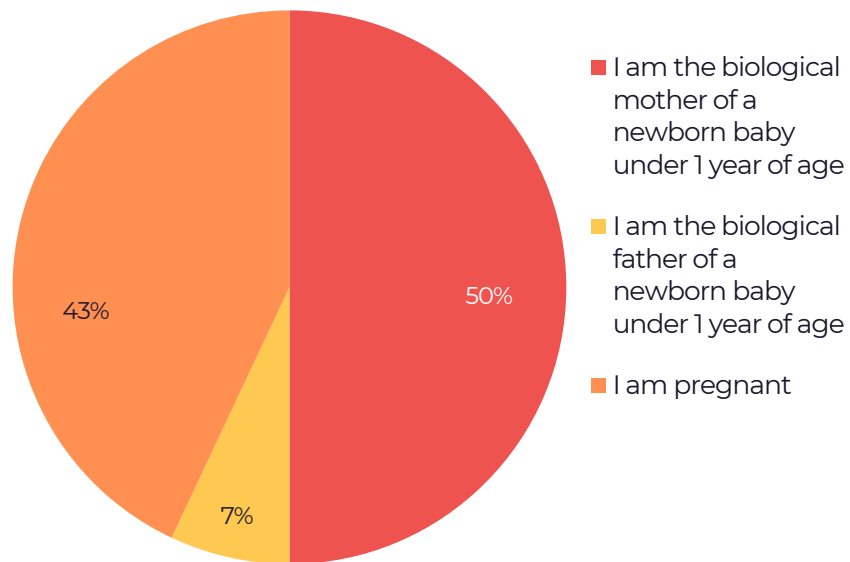
ALLERGIC RHINITIS



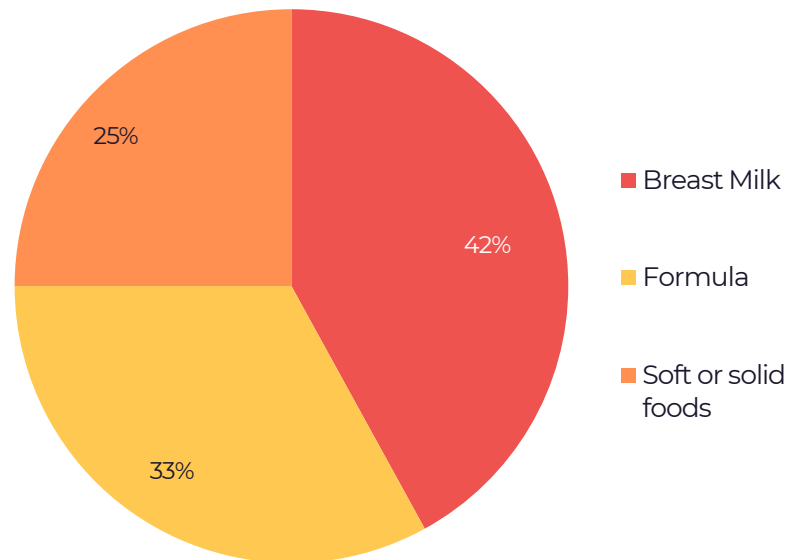
FOOD ALLERGIES



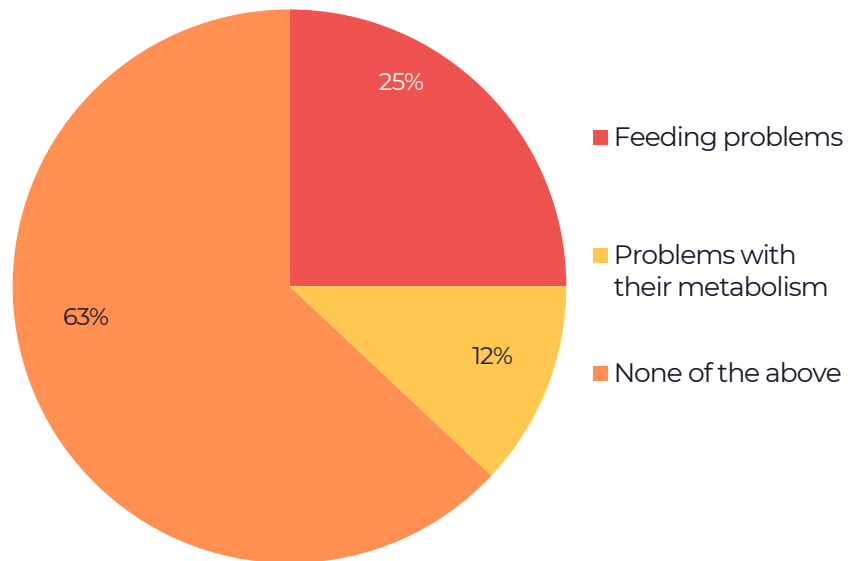
## Which of the following applies to you?



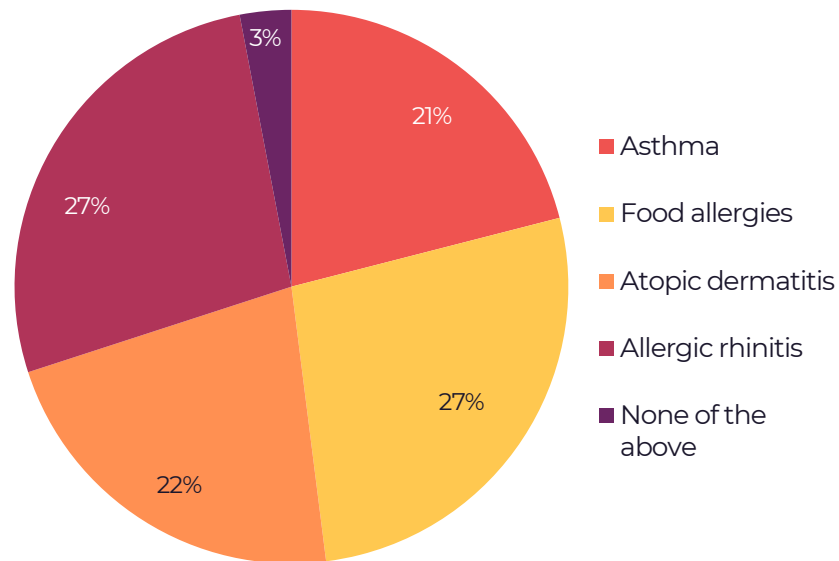
## What are you currently feeding your baby?



## Does your baby experience any of the following?

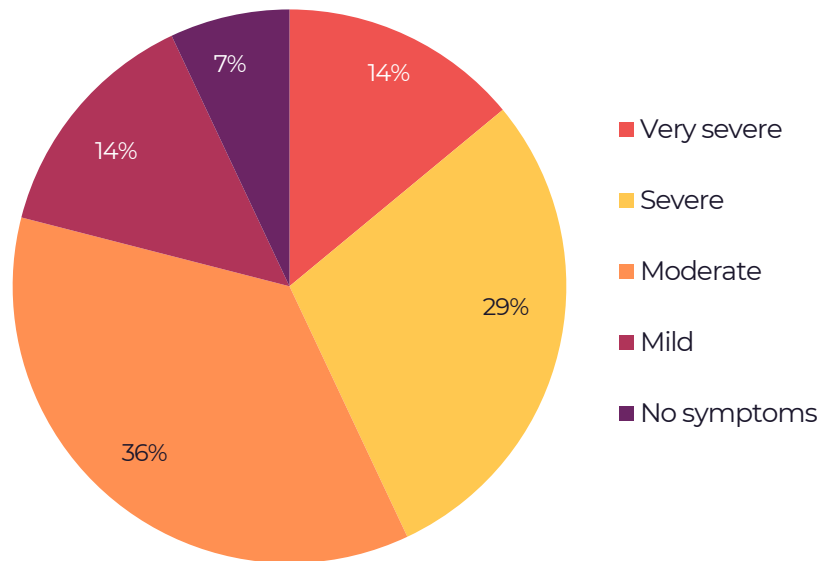


## Does the biological mother, father, or full sibling have any of the following health conditions?

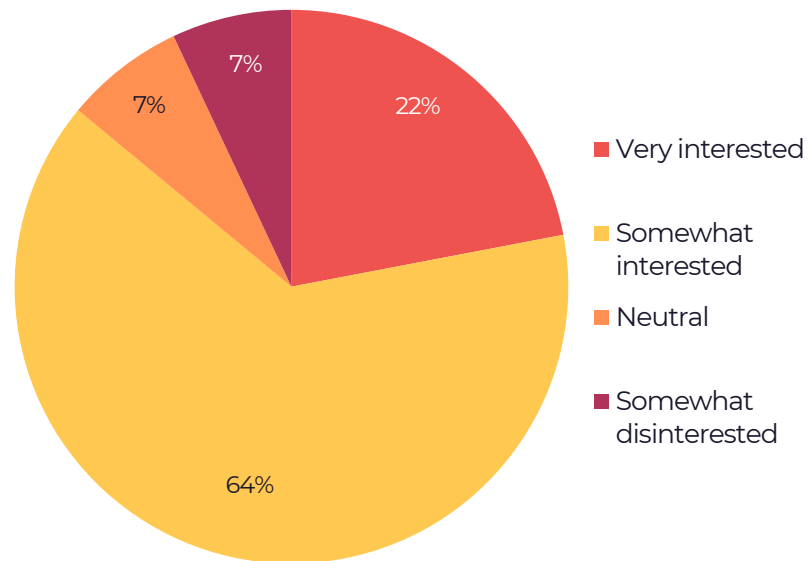




## How severe are the symptoms associated with these health conditions?



## How interested are you in enrolling your family into the study?



## Summary and Conclusion

- **83bar can find and qualify participants for a study of neonates and infants at high-risk for allergic disease.** In three days, 83bar found 14 survey respondents and qualified nine for a clinical study to administrate an LBP to promote immune tolerance and prevent the development of allergic diseases such as atopic dermatitis and asthma in babies.
- **Study respondents want to prevent allergies in their children.** 100% of qualified survey respondents are interested in participating in the study. According to 57% of all survey respondents, preventing allergies is the driving motivating factor. Most have experienced symptoms of these allergic diseases at moderate to very severe levels.
- **83bar can and meet the goal of finding five or more qualified families per month.** We recommend creating a campaign to find new and expectant mothers willing to help prevent allergies in their children. Using our nurse-staffed call center, 83bar can engage, educate and further qualify participants for this study. Our trained nurse agents can stay in communication with expectant mothers and manage expectations until study commencement.



For more information email  
[www.83bar.com](http://www.83bar.com)

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