



ASTRAZENECA TOLD A HEALTHY STORY.

# Custom publication promoted wellness and a stronger relationship with customers.

**CHALLENGE** » AstraZeneca wanted to encourage their Toprol-XL customers to lead a heart-healthy life. Specifically, AstraZeneca wanted to provide relevant information about food, exercise and relaxation.

**SOLUTION** » Soloflight created Top Of Your Game, a custom publication focused on healthy lifestyles. Through the use of engaging content and visuals, we planned to connect with the target audience and help them boost the benefits of Toprol-XL.

**RESULTS** » Top Of Your Game helped patients better understand their health conditions and how they could increase their quality of life. It also positioned that AstraZeneca as a pharmaceutical company that cares about its customers and has more to offer than just medication.