

ADVERTISING BRIEF

# Young Lisbon Health

DIGITAL CAMPAIGN FOR DUSPATAL



# Brand Context

**Duspatal** is a medication indicated for the treatment of Irritable Bowel Syndrome (IBS), a digestive condition affecting millions of people. Symptoms include abdominal pain, bloating, gas, and bowel movement irregularities, which can significantly impact quality of life.

IBS has a high prevalence, affecting around 10–15% of the global population, with a higher incidence in women and individuals aged 20 to 40. Although it is a chronic condition, symptoms can be triggered by factors such as diet, stress, and routine changes.



# The Challenge

How can we communicate a medication for a digestive issue in a way that makes it relevant, relatable, and easy to connect with, especially in the digital space?

# Target Audience & Insights

Our target audience consists of young, active adults who experience IBS symptoms—often without realizing they have the condition. Their daily routine is disrupted in two key moments:

**1. Stressful Situations** – when nervousness worsens IBS symptoms, such as:

- A major presentation at work or university
- Running late for an important commitment
- A first date or social event

**2. Moments of Enjoyment** – when the desire to enjoy life conflicts with IBS symptoms, such as:

- Traveling, which disrupts their bowel routine
- Dining out and eating spicier or richer foods
- Sharing food experiences with friends



# The Creative Challenge

Develop a digital campaign that demystifies IBS and shows how **Duspatal** can help people live without fear of symptoms. How can we bring lightness and empathy to a “not-so-glamorous” topic, making the communication more human, relatable, and engaging?

# Considerations

- The campaign should stand out in digital media, including social networks, short videos, memes, or influencer partnerships.
- The tone can be lighthearted and humorous while maintaining scientific credibility.
- It should create strong identification with real-life situations.



# Now it's over to you!

How would you bring **Duspatal** into the digital conversation in a creative way?

# Good Luck



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