



LiveWorld Named PM360 Pharma Choice Award Winner for Social Media

Agency and AbbVie honored for Facebook advertising campaign reinforcing Synthroid brand and educating patients

Campbell, California – March 12, 2021 – LiveWorld, Inc. (OTC Markets: LVWD), a leading provider of marketing services and software enabling pharma companies to better connect with HCPs and patients in social media, has been honored as [PM360's pharma choice SILVER winner](#) for the Finding Success with Synthroid campaign for AbbVie.

The annual award is issued by PM360, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, in recognition of outstanding achievement and creativity in healthcare marketing. LiveWorld was honored as a Pharma Choice Award winner in the social media category for its outstanding Facebook advertising program helping educate patients better manage hypothyroidism with Synthroid.

"It's an honor to be recognized by PM360, Dawn Lacallade, Chief Social Strategist of LiveWorld, said: This award goes to the outstanding team we have working to turn Synthroid into a brand known by people overcoming hyperthyroidism. Through a highly collaborative process between agency, brand and MLR teams, AbbVie and LiveWorld launched a Facebook ads program with creative rooted in patient insights, LiveWorld was able to magnify Synthroid's voice, improve engagement and increase high value website activity.

"Creativity can be subjective to judge, but the perfect people to do it are the ones who know firsthand what it takes to develop creative, imaginative, and awe-inspiring campaigns and initiatives within a highly regulated industry such as ours," says Anna Stashower, CEO and Publisher, of PM360. "With this year's record turnout of votes, all of the winners should take pride in knowing they were chosen as the best campaigns of 2020 by an overwhelming number of their peers and colleagues."

In total, 39 winners were named in 13 distinct categories: App, Consumer Website, DTC/DTP, Multichannel, Philanthropic, Professional Campaign, Professional Website, Sales Aid, Self-promotion, Social Media, Unbranded, Variety, and Video. A Gold, Silver, and Bronze award is given to the entries that receive the top three most in each category.



For more information about the awards, please visit: www.pm360online.com/2020-pm360-pharma-choice-award-winners.

Stay up to date with LiveWorld on LinkedIn and learn more about our solutions for pharma companies and brands at www.LiveWorld.com.

Images from the award-winning AbbVie Synthroid campaign:



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About LiveWorld

LiveWorld is a digital agency and software company specializing in social media solutions that help companies build stronger customer relationships. We provide consulting, strategy, and





creative along with human agents, conversation management software, and chatbots for digital campaigns and social media programs. Our solutions empower companies to deepen relationships with customers, professionals, patients and healthcare providers with emotion driven behavior change through conversations and campaigns with a human touch. LiveWorld clients include the number one brands in pharmaceuticals, consumer packaged goods, and financial-travel services. LiveWorld is headquartered in San Jose, California, with an additional office in New York City. Learn more at www.liveworld.com and [@LiveWorld](https://twitter.com/LiveWorld).

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries. PM360 is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, PM360 is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.

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