

The SCOT Trial

In December 2007, the University of Dundee appointed Beattie Communications to launch the SCOT Trial.

The SCOT Trial (Standard Care versus Celecoxib Outcome Trial) compares, for the first time, different types of treatment for arthritis to establish the most effective way to treat patients.

Beattie was appointed to launch the study and play a key role in recruiting 400 GP practices and 16,000 patients for participation in the three-year trial. A vital element of the communication was to establish Scotland as a global leader in clinical trials and position the country as a centre of excellence, uniquely placed to conduct such serious work. This initial trial, which has attracted £26m investment into Scotland, is potentially the first of many important research trials.

The campaign received extensive media coverage across national, regional and local press, key trade publications, radio and TV. Over £100k of coverage has been secured in the Daily Mail, Herald, Scotsman, Scotland on Sunday, Sunday Herald, Sunday Times, Courier & Advertiser, Sunday Post, Press & Journal, Edinburgh Evening News, STV, BBC Radio, BBC online, World Pharmaceutical News, Applied Clinical Trials, Pharma marketletter, Arthritis Research Campaign, PharmaTimes online, Scottish Enterprise, TalentScotland.com, BBC Radio Scotland, Radio Clyde, Real Radio and STV to name a few.

The coverage was 100% positive and reflected the global importance of the trial and Scotland's place as a leader in delivering major clinical trials.