

Google

AdWord Educational Grant



Following a detailed proposal and with the support of ASOP Global, in close liaison with Google US and the Google Brussels offices, a Google educational AdWord grant was approved in November 2016. This is a substantial grant and will enable major hard hitting consumer campaigns that will enhance patient safety by raising public awareness about fake medicines. The campaigns will be implemented across 5 large countries in Europe, namely France, Germany, Italy, Spain and the UK. The campaigns will be supported by ASOP EU members, bound together by cooperation that will ensure that the campaigns are developed in a synergistic way using existing campaigns that have been developed. The use of the most appropriate “in-country” popular keywords on Google search-engine will ensure a high visibility for the educational content to maximize reach to the target audience.