



ID NOW™ MARKETING TOOLKIT

Introduction to Consumer Marketing Tools

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ID NOW MARKETING TOOLKIT

Consumers want more timely, accessible care

ID NOW RAPID MOLECULAR TESTS HELP YOU MEET THAT NEED

- Significantly faster than other molecular methods²
- More accurate than conventional rapid tests^{1, 2}
- Enable immediate, effective treatment decisions.²
- Aid targeted antiviral therapy and Antimicrobial Stewardship

¹ ID NOW Influenza, Strep A and RSV only. ID NOW COVID-19 does not have an accuracy claim

² Williams, KM, Jackson MA, Hamilton M. Rapid Diagnostic Testing for URIs in Children: Impact on Physician Decision Making and Cost. *Infect. Med.* 19(3): 109- 111, 2002. | 3

Now Available: Consumer Marketing Tools

You can now promote your ID NOW rapid molecular testing services to consumers using templates from Abbott.

- Easy 3 step process to use:
 1. Accept Terms & Conditions to gain access
 2. Download templates to update with your information
 3. Send your final versions of templated media to Abbott for approval via portal
- Key considerations:
 - No charge to access or use templates. You are responsible for posting digital content & printing collateral
 - Not an incentive to purchase additional ID NOW instruments or assays



ID NOW MARKETING TOOLKIT

Toolkit Templates

Name 23h

Respiratory infections like the Flu are contagious, so quick results are important. That's why we're offering ID NOW™ Rapid Molecular Testing. Learn more at [bit.ly/XXXXXXXX](#), and visit our test location at [variable content: address]. [variable content: Call ahead at <phone number>. Walk-ins welcome!]

THINK YOU MAY HAVE A **RESPIRATORY INFECTION?** FIND OUT NOW!

Molecular diagnostic results in minutes:

- Influenza (flu) in 13 minutes
- Strep A in 6 minutes

ID NOW™ Rapid Molecular Testing Instrument

FPO Logo | Abbott

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3.5K 500 Comments 823 Shares

Like Comment Share

DESIGNED TO MARKET YOUR RAPID MOLECULAR TESTING SERVICE TO CONSUMERS

Multiple versions available: focus on the ID NOW tests you offer

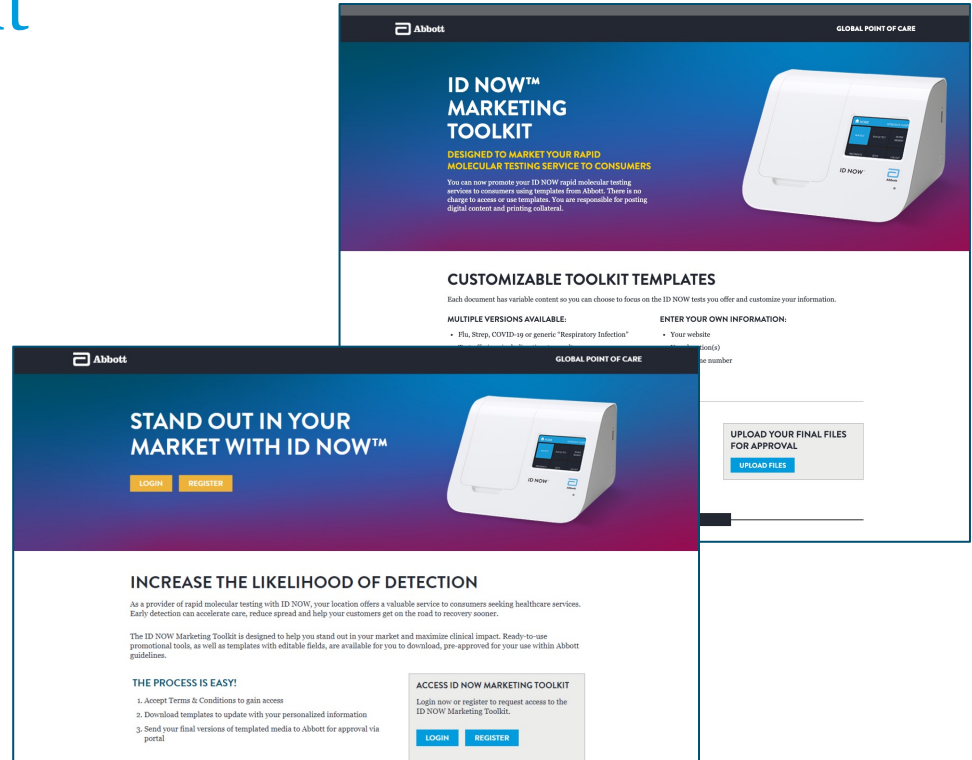
- Flu, Strep, COVID-19 or generic “Respiratory Infection”
- Test offerings including time to result
- Ask a Healthcare professional or Pharmacist
- Required disclaimers pre-populated

Variable content sections to enter your own information

- Your website
- Your location(s)
- Your phone number
- Your logo

How to Access the Toolkit


- Visit idnowmarketingtoolkit.com
- Click on “Register”
- Complete webform & accept Terms & Conditions to request access
 - Requires ID NOW serial number for verification
- Username & password will be approved via email within 3 days
- Login to download templates and instructions, and also to update & submit final versions
- There are detailed instruction documents available for each template type



ID NOW MARKETING TOOLKIT

Toolkit Templates: Printable

MAILER



OPTIONAL DESCRIPTION

Learn why this is the right time to get tested. Includes information on how to get tested at your local ID NOW site.

ID NOW™ RAPID MOLECULAR TESTING

THINK YOU MAY HAVE **THE FLU OR STREPA? FIND OUT NOW!**

Visit our test location to ask a healthcare professional if ID NOW™ Rapid Molecular Testing is right for you

Molecular diagnostic results in minutes:


- Influenza (flU) in 13 minutes
- Strep A in 6 minutes



Respiratory infections are contagious, so quick results are important.

If you suspect you may have one, visit our test location at [variable content: address].

[variable content: Call ahead at phone number. Walk-ins welcome!]

Learn more at [variable content: URL]







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POSTER

ID NOW™ RAPID MOLECULAR TESTING

THINK YOU MAY HAVE **A RESPIRATORY INFECTION? FIND OUT NOW!**






Respiratory infections are contagious, so quick results are important.

Ask a pharmacist about rapid testing.

Molecular diagnostic results in minutes:

- COVID-19 in 13 minutes
- Influenza (flU) in 13 minutes
- Strep A in 6 minutes



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SHELF TALKER/ SIGN

THINK YOU MAY HAVE **STREP THROAT? FIND OUT NOW!**

Quick results are important. Ask a pharmacist about **ID NOW™ RAPID MOLECULAR TESTING.**



ID NOW™
Rapid Molecular Testing Instrument





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Toolkit Templates: Digital

SOCIAL MEDIA AD

Sponsored

Now offering ID NOW™ Rapid Molecular Testing for select respiratory infections.

WORRIED ABOUT HAVING A CONTAGIOUS RESPIRATORY INFECTION? FIND OUT NOW!

Quick results are important. Ask a healthcare professional about ID NOW™ Rapid Molecular Testing.

ID NOW™ Rapid Molecular Testing Instrument

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URL.com [Learn More](#)

Visit our site for test details and locations

12K 4.4K Comments 3.6K Shares

Like Comment Share

SOCIAL MEDIA POST

Respiratory infections like the Flu are contagious, so quick results are important. That's why we're offering ID NOW™ Rapid Molecular Testing. Learn more at [bit.ly/XXXXXXXX](#), and visit our test location at [\[variable content: address\]](#) [\[variable content: Call ahead at <phone number>](#). Walk-ins welcome!

THINK YOU MAY HAVE A RESPIRATORY INFECTION? FIND OUT NOW!

Molecular diagnostic results in minutes:

- Influenza (flu) in 13 minutes
- Strep A in 6 minutes

ID NOW™ Rapid Molecular Testing Instrument

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3.5K 500 Comments 823 Shares

Like Comment Share

WEB CONTENT BLOCKS

GIANT Browse Aisles My Shop Search groceries & household items \$0.00 Sign In

COUPONS Weekly Ad GIANT Choice Rewards Pharmacy Fast Purchases Community Wellness In-Store at 700 N. Mt. St. | Try Pickup/Delivery

THINK YOU MAY HAVE COVID-19 OR ANOTHER CONTAGIOUS RESPIRATORY INFECTION? FIND OUT NOW!

Quick results are important. Ask a healthcare professional about ID NOW™ RAPID MOLECULAR TESTING.

Molecular diagnostic results in minutes:

- COVID-19 in 13 minutes
- Influenza (flu) in 13 minutes
- Strep A in 6 minutes

Visit our test location at [\[variable content: address\]](#) [\[variable content: Call ahead at <phone number>](#) / Walk-ins welcome!

ID NOW™ Rapid Molecular Testing Instrument

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Prescription Services **Refill from Account** Pharmacy Resources **Pharmacy Locator**

GIANT \$0.00

Search groceries & household items

THINK YOU MAY HAVE COVID-19 OR ANOTHER CONTAGIOUS RESPIRATORY INFECTION? FIND OUT NOW!

Quick results are important. Ask a healthcare professional about ID NOW™ RAPID MOLECULAR TESTING.

Molecular diagnostic results in minutes:

- COVID-19 in 13 minutes
- Influenza (flu) in 13 minutes
- Strep A in 6 minutes

Visit our test location at [\[variable content: address\]](#) [\[variable content: Call ahead at <phone number>](#) / Walk-ins welcome!

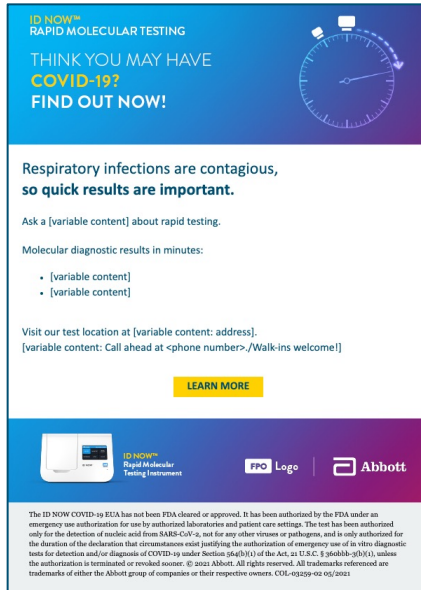
ID NOW™ Rapid Molecular Testing Instrument

FPC Logo Abbott

Prescription Services


Toolkit Templates: Digital

EMAIL



ID NOW™ RAPID MOLECULAR TESTING

THINK YOU MAY HAVE **COVID-19?**
FIND OUT NOW!



Respiratory infections are contagious,
so quick results are important.


Ask a [variable content] about rapid testing.

Molecular diagnostic results in minutes:

- [variable content]
- [variable content]

Visit our test location at [variable content: address].
[variable content: Call ahead at <phone number>./Walk-ins welcome!]

[LEARN MORE](#)



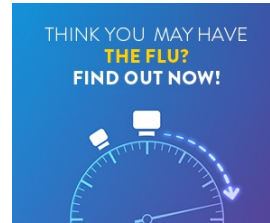
ID NOW™
Rapid Molecular
Testing Instrument

FPO Logo | **Abbott**


The ID NOW COVID-19 EUA has not been FDA cleared or approved. It has been authorized by the FDA under an emergency use authorization for use by authorized laboratories and patient care settings. The test has been authorized only for the detection of nucleic acid from SARS-CoV-2, not for any other viruses or pathogens, and is only authorized for the detection of the detection that circumstances exist that justify the authorization of emergency use of in vitro diagnostic tests for detection and/or diagnosis of COVID-19 under Section 361(b)(1) of the Act, as U.S.C. § 360bbb-3(b)(1), unless the authorization is terminated or revoked sooner. © 2021 Abbott. All rights reserved. All trademarks referenced are trademarks of either the Abbott group of companies or their respective owners. COL-03263-02 05/2021

ANIMATED BANNER ADS

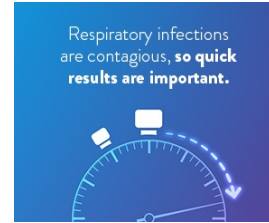
Frame 1




THINK YOU MAY HAVE
THE FLU?
FIND OUT NOW!



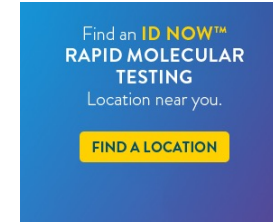
Frame 2



Respiratory infections
are contagious, **so quick
results are important.**





Frame 3



Find an **ID NOW™**
**RAPID MOLECULAR
TESTING**
Location near you.

[FIND A LOCATION](#)

Frame 4



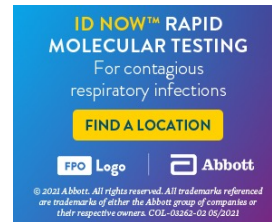
ID NOW™ Rapid Molecular Testing Instrument

[FIND A LOCATION](#)

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STATIC BANNER ADS



**ID NOW™ RAPID
MOLECULAR TESTING**
For contagious
respiratory infections

[FIND A LOCATION](#)

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Ad sizes available:

- 250x250
- 300x250
- 300x600
- 728x90



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