



Ozempic's PR Battle

October 2023



Overview

Ozempic and other weight loss drugs like Wegovy took the country by storm. Tides turned when the medication became controversial due to its side effects, cost, and impact on diet culture.

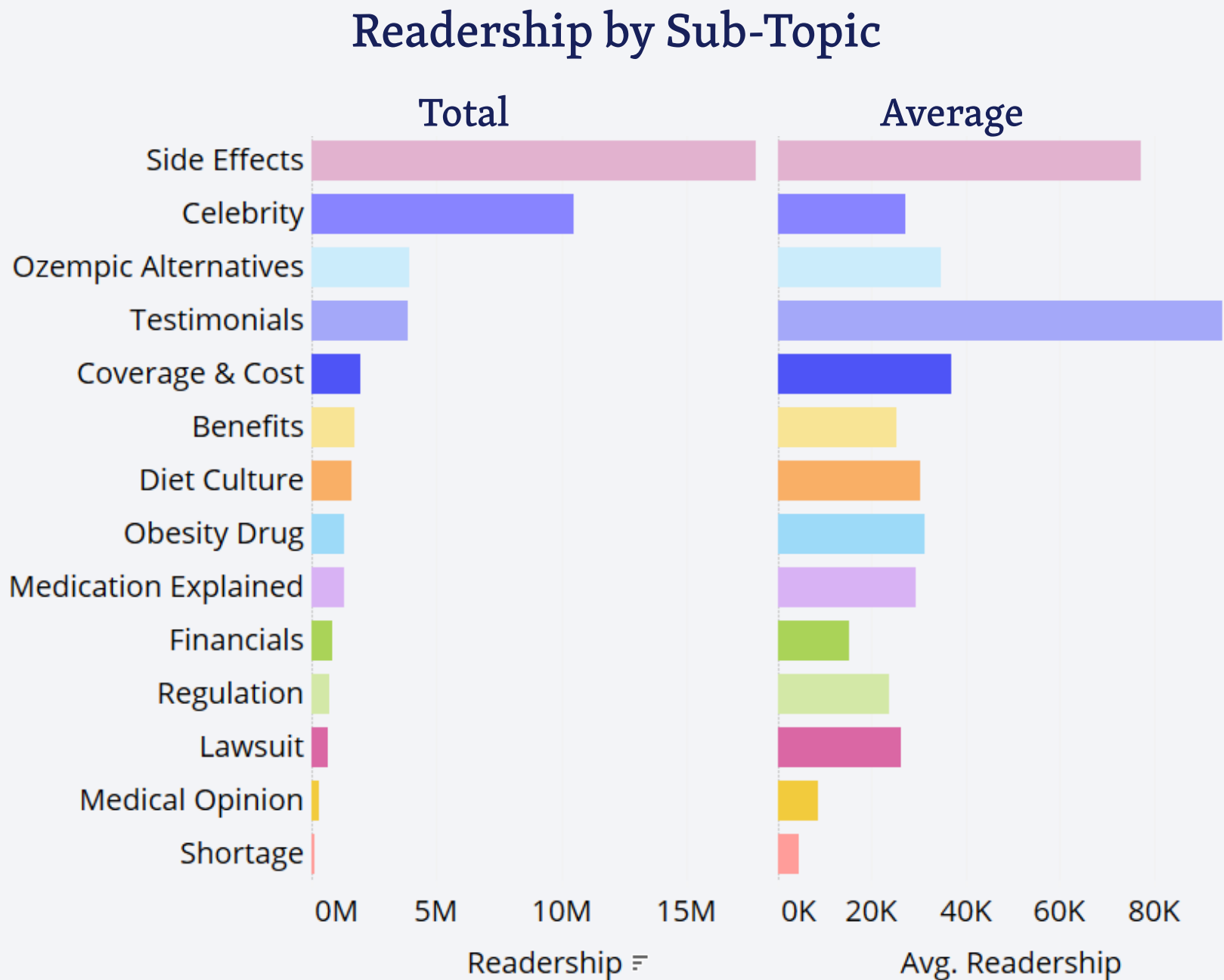
We analyzed readership data around the drug to understand the conversation, uncover trends, and identify PR learnings.

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Readers are more interested in side effects and testimonials than medical opinions and regulation.



Ozempic **side effects** are a huge concern for consumers. This topic, which covered everything from muscle loss to stomach paralysis, generated a high total (18M) and average (77K) readership.

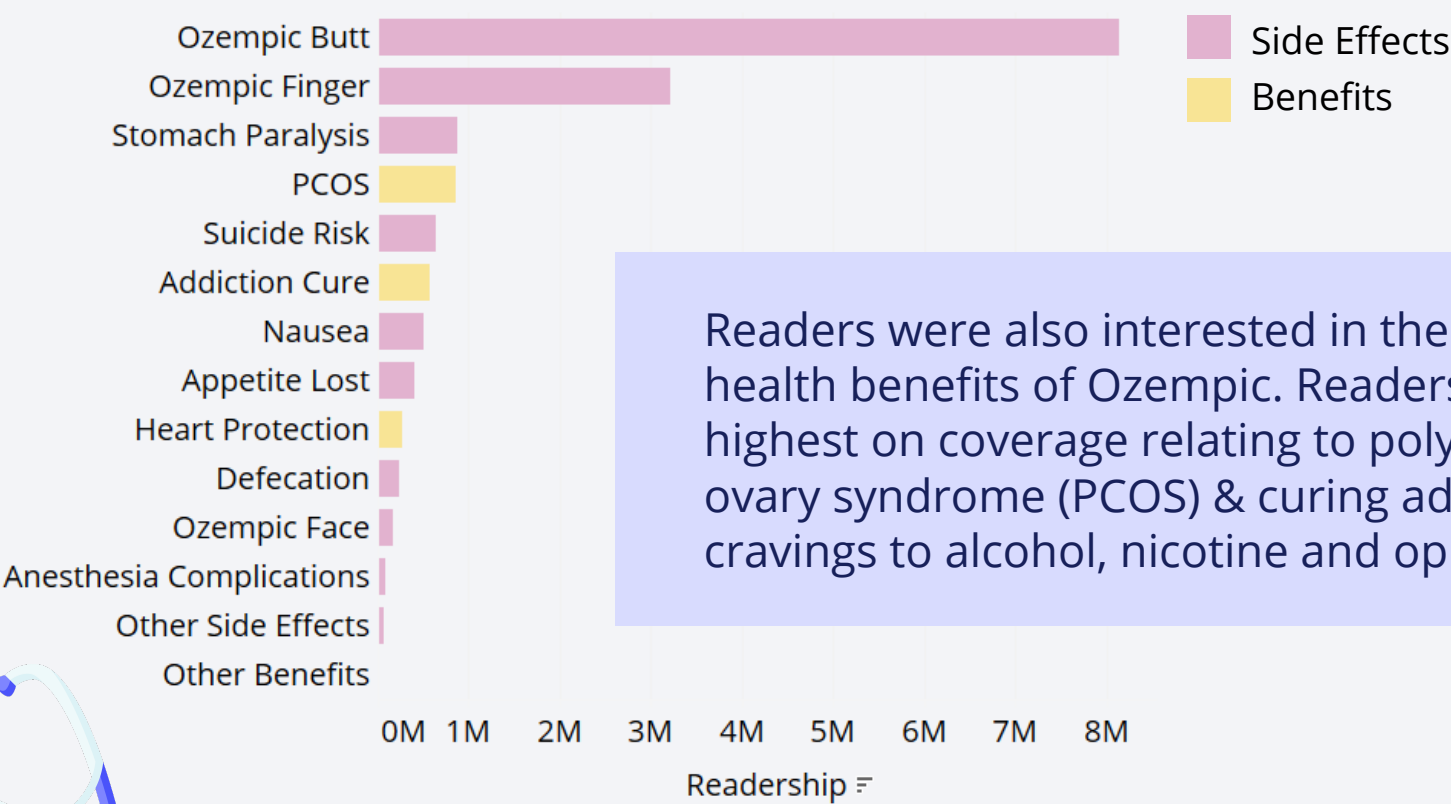
Celebrity coverage is at the center of the Ozempic conversation. Celebrities were covered more than any other topic and generated over 10M readers.

Readers were very interested in hearing about what it is like to be on Ozempic first-hand. **Testimonial**-style articles generated the highest average readership of any sub-topic at 95K.

Superficial side effects attract more readers than harmful effects.

Readers showed more interest in the aesthetic side effects like “Ozempic Butt” (saggy skin resulting from a flattened butt) and “Ozempic Finger” (fingers getting skinnier) than in more harmful effects like stomach paralysis and suicide risk.

Readership by Side Effects & Benefits



Readers were also interested in the different health benefits of Ozempic. Readership was highest on coverage relating to polycystic ovary syndrome (PCOS) & curing addiction cravings to alcohol, nicotine and opioids.

Negative side effects attracted

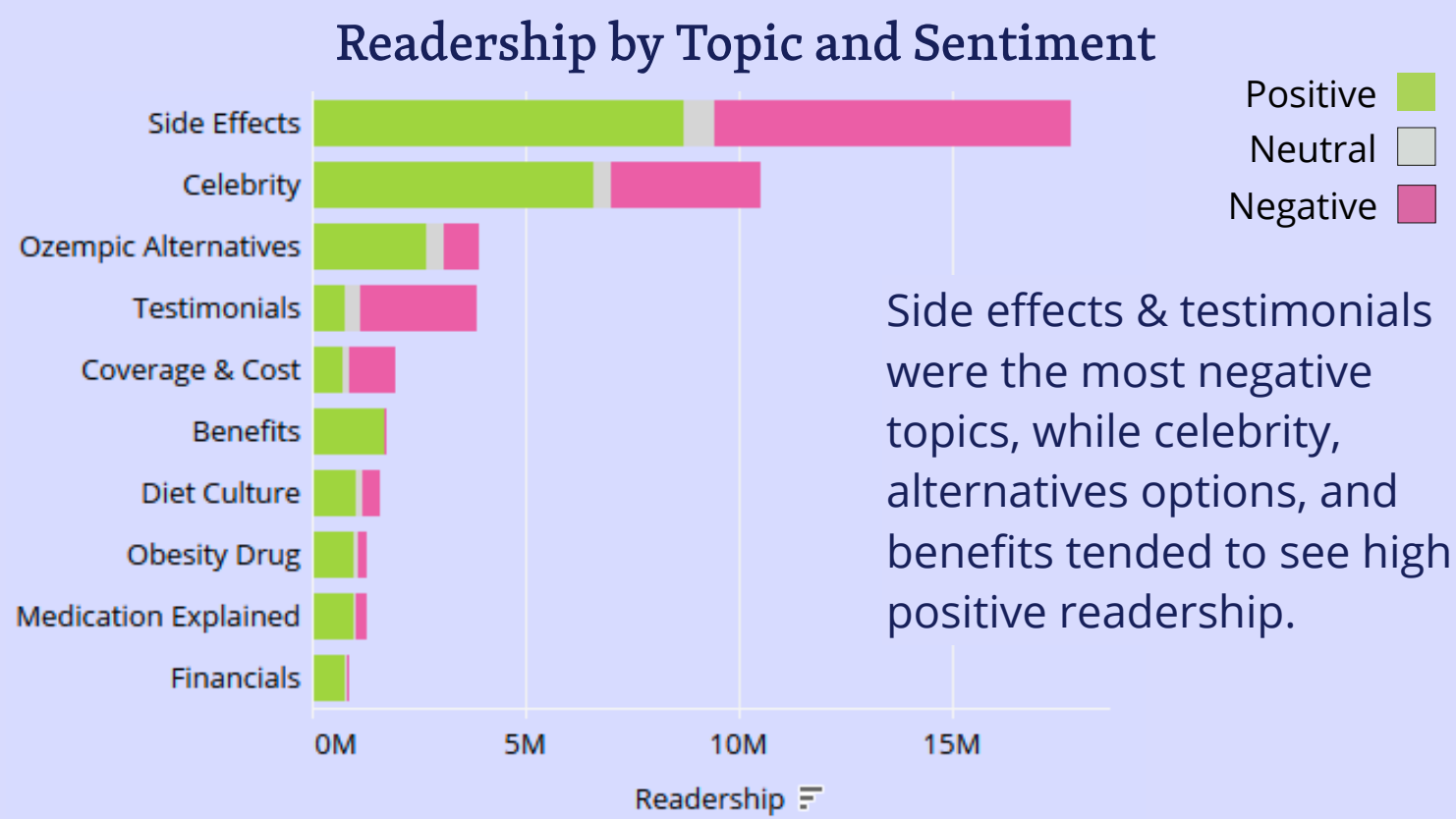
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more readers than positive effects of the drug.

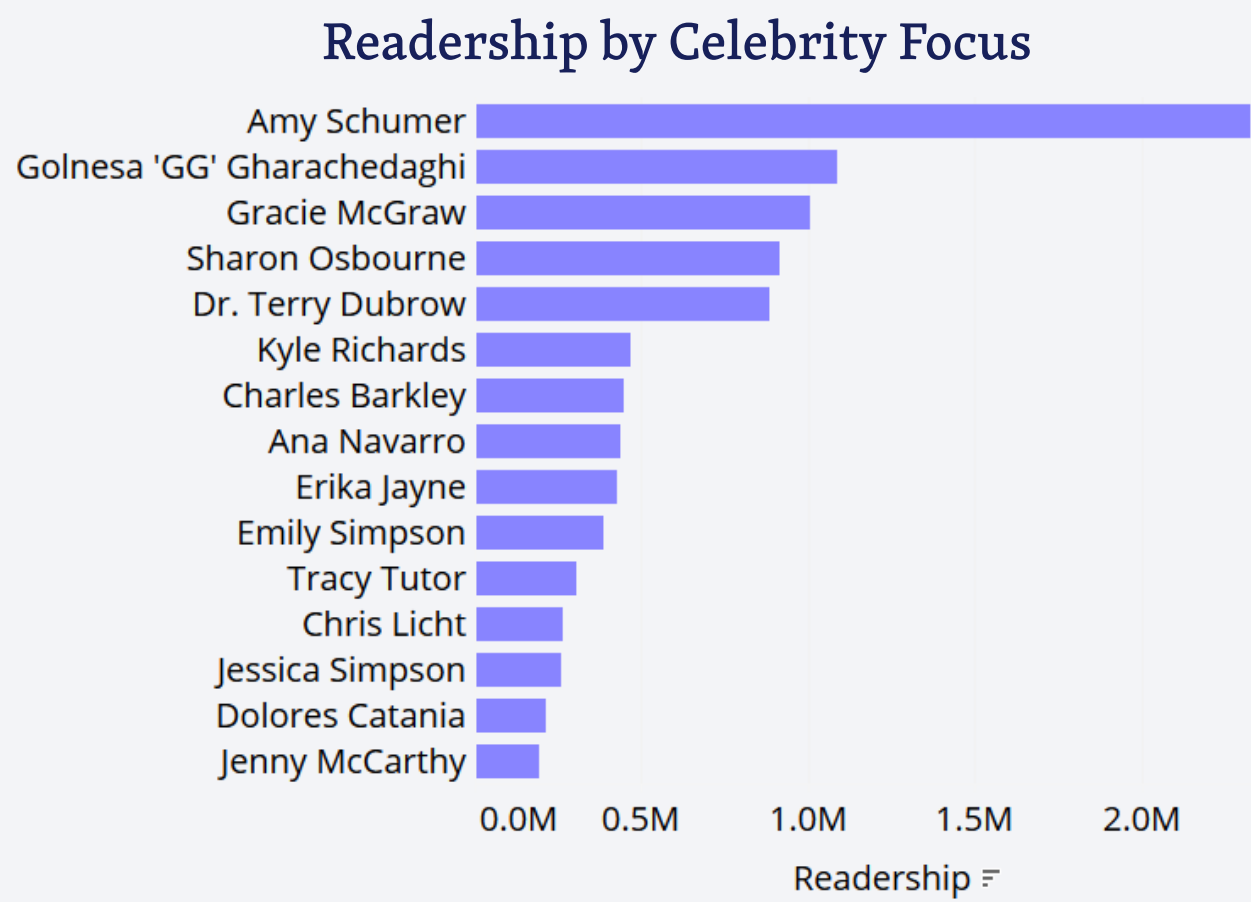
Reader interest in negative side effects greatly outweighed interest in the drug’s benefits.

Negative side effects ranging from extra butt skin and shrinking fingers to stomach paralysis and increased suicide risk attracted roughly 18M readers. Positive side effects like eased PCOS symptoms, heart health, and reduced addiction cravings attracted a mere 2M readers.

Celebrities and reality TV stars have influence over how consumers feel about Ozempic.



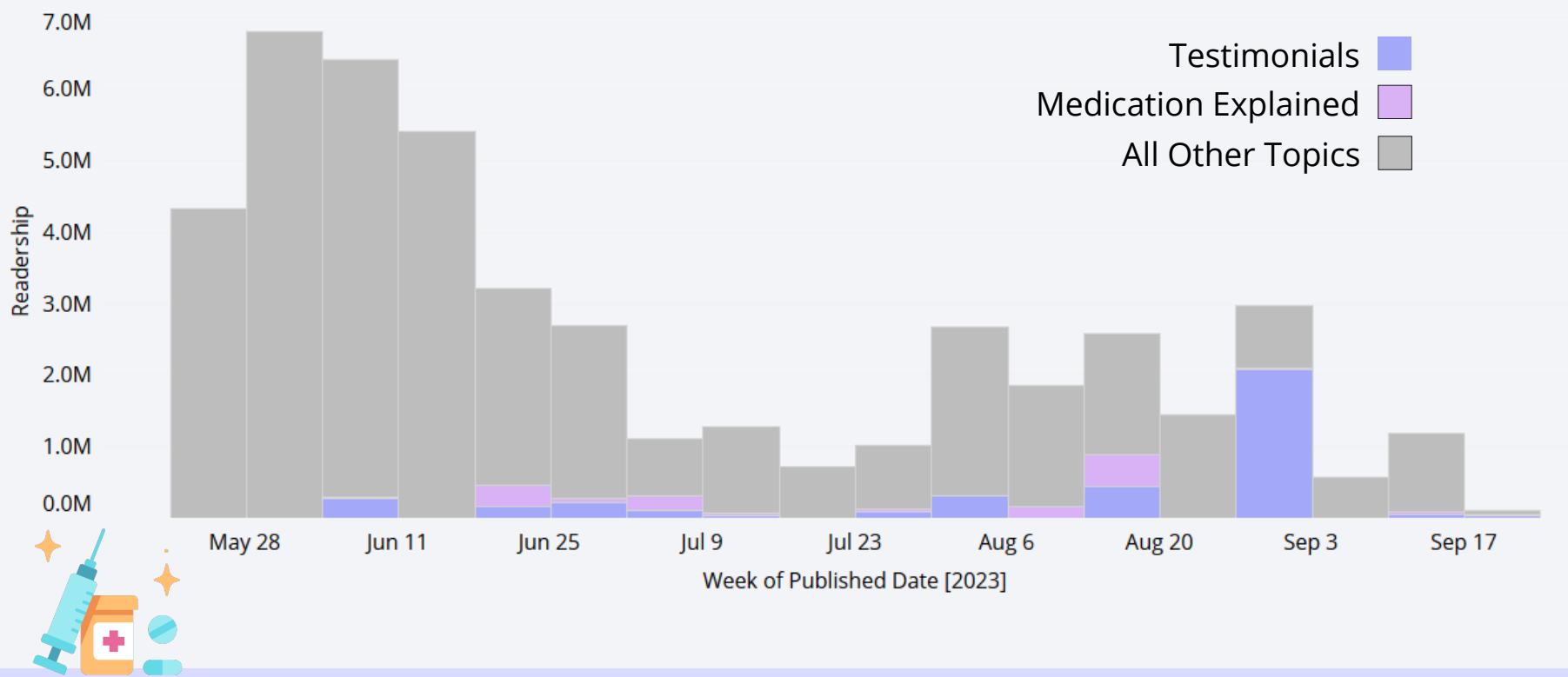
When it comes to celebrity coverage, Amy Schumer drove readership for being a very vocal critic of Ozempic, while Gracie McGraw, country singer Tim McGraw’s daughter, garnered attention for using the drug to treat her PCOS.



Interest in Ozempic is waning while sentiment is still mixed.

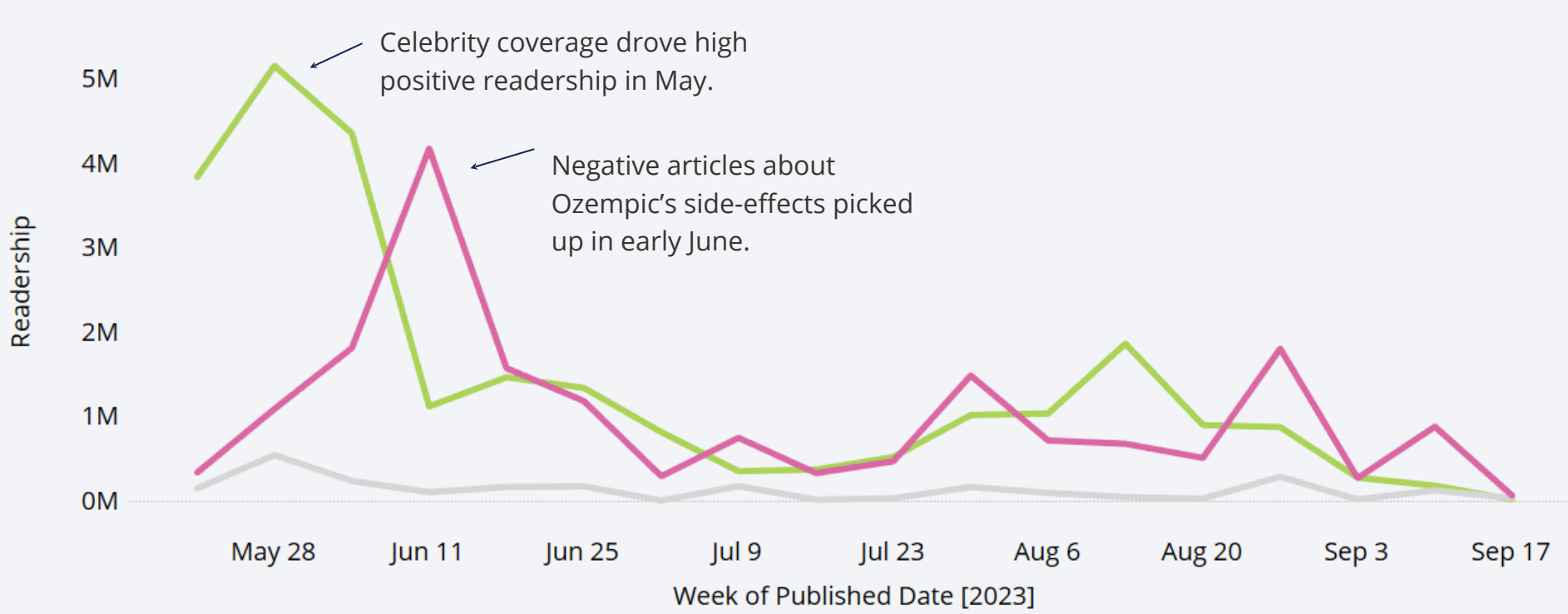
While overall interest in Ozempic decreased over time, readership on first-hand, testimonial style stories increased, suggesting consumers are interested in learning how the medication works and what it's like to take it.

Ozempic Readership Over Time by Topic



The jury is still out on Ozempic. Sentiment is very mixed, with readership fairly split between positive and negative coverage.

Readership Over Time by Sentiment



Takeaways

- 1 **Consumers are more worried about the impact Ozempic might have on their appearance than the potentially serious medical complications from the drug.**

Side effects like stomach paralysis and suicide risk were covered most often, but readership was significantly higher on articles covering “Ozempic butt” and “Ozempic finger.”

- 2 **Celebrities influence the way consumers think about Ozempic.** ‘A listers’ and reality TV stars are mentioned very often and have generated a lot of attention for Ozempic.

- 3 **Readers want to hear about the Ozempic experience from people who have tried the drug first-hand.** Testimonial style articles drove the highest average readership of any sub-topic.

- 4 **Consumers are still trying to figure out how they feel about Ozempic.**

Ozempic sentiment has flip flopped throughout 2023 as consumers learn more and more about the medication and its side effects.

Methodology

Memo analyzed 1,200 articles published between March 19, 2023 - September 18, 2023, across major U.S. publications, local news, consumer outlets, and trades.

Accurate data leads to better decisions.

Only Memo reports readership direct from publications.



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before anyone else



Show the ROI on PR with a
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