



The New Face of Influence

They are the latest trendsetters taking over your feed: grandfluencers. Outlets like *Senior Planet* have been spotlighting how these older creators are reshaping digital culture. In a first for pharma in Alzheimer's disease, Lilly tapped into this wave to confront one of society's most stigmatized conditions. By amplifying older voices with real-life experience, the campaign upended tired stereotypes, normalized dialogue about memory and thinking issues, and sparked authentic cultural conversation.

The Alzheimer's patient stereotype

SITUATION ANALYSIS

For too long, Alzheimer's disease has been cast as a condition that only affects the very elderly in the twilight of life. This stigma prevents early diagnosis and discourages open conversations, even though treatments are most effective in early stages. For Lilly, the challenge was to disrupt stereotypes, normalize dialogue about brain health, and connect with older adults in ways that are both genuine and refreshingly unexpected.

For many people, it can be hard to admit that memory and thinking issues are happening. Many sense something is off but hesitate to speak up, held back by fear or brushed aside with, "that's just getting older." But in early-stage Alzheimer's, every moment counts, early action means more options and better outcomes.

The campaign set out to shift how people think about memory and thinking issues, introduce the role of amyloid in early diagnosis, and empower older adults to speak with their doctors. Most importantly, it aimed to chip away at stigma. Lilly's approach to achieve this was harness influencer voices in a radically new way—putting older voices front and center and weaving brain health into the conversations of modern culture.

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CASE STUDY VIDEO](#)



Research revealed relatable storytelling is the real memory booster

RESEARCH & INSIGHTS

Research revealed that Alzheimer's can begin up to 20 years before symptoms. Yet most people shy away from the word "Alzheimer's," responding more positively to the gentler language of "memory and thinking issues." To ground the campaign in real life, Lilly developed a persona that reflected the realities, hopes, and hurdles of adults of 60. The research was clear, this audience doesn't want fear tactics. Messages that emphasize empowerment, purpose, and family connection resonate much better.

Social research further highlighted the rise of grandfluencers, older adults who are increasingly active online and amassing large, engaged followings. While younger creators drive trends, older creators are uniquely positioned to open up honest conversations about memory and thinking issues, reaching their peers in ways traditional campaigns simply can't.

The key insight: by flipping the influencer model, choosing relatable older creators with personal connections to Alzheimer's, Lilly could spark conversation, reduce stigma, and make brain health a cultural issue, not just a medical one.

We flipped the script: older voices led the charge on stigma

STRATEGY

The strategy centered on older influencers whose personal experiences with Alzheimer's brought both credibility and emotional depth to the campaign. Working together, Lilly and Agency designed the program to connect across "four lanes of relatability": brain health, lifestyle, meaningful connection to memory and thinking issues, and self-health/advocacy. This multifaceted approach ensured the content was not only informative, but also empathetic, validating older adults' experiences while empowering them to speak up with their healthcare providers.

By creatively blending elements of fashion, food, and bilingual storytelling, the passions of our influencers, the campaign wove memory and thinking issues into everyday cultural conversations. The game changer? Choosing influencers who mirrored the audience itself, rather than chasing the latest trends, brought genuine representation and fresh authenticity to health communications, making it easier for everyone to see themselves in the story.

Brain health got a makeover one influencer at a time

EXECUTION & TACTICS

Three grandfluencers became the heart and soul of the campaign. Arlinda, a fashion designer who lost both her mother and grandmother to Alzheimer's, honored their legacy by designing a "Memory Skirts" inspired by a patient story and sharing her own experiences. Barbara, a cookbook author and beloved internet personality known as "Brunch with Babs," brought warmth and wisdom as she shared family recipes and tips in memory of her mother, who had Alzheimer's disease. Lorraine, a bilingual writer and wellness expert, created content in both English and Spanish, bridging language gaps for underserved communities.

The campaign came to life across Instagram and Facebook, amplified with strategic paid media placements and proactive earned media outreach. Arlinda also joined Lilly executives at the Women's Health Lab, extending reach beyond digital platforms. The success of this campaign paved the way for new initiatives including a collaboration with Julianne Moore, launched on 9/9, further elevating the conversation around brain health.

The campaign broke records and opened doors for future initiatives

EFFECTIVENESS & RESULTS

The campaign's impact was immediate and impressive. Arlinda's first post alone generated over 4,000 organic views and 22 comments in its first two weeks, while she also appeared at Hearst's Women's Health Lab alongside company leadership. Barbara secured national consumer media coverage in outlets including *Forbes*, *Women's World*, *Parade* and *OK! Magazine*, while Lorraine secured media placements in Spanish-speaking outlets *Mitú*, *El Diario*, and *La Opinión* (along with paid social in both languages).

To date, the campaign has delivered nearly 4.3M organic impressions and garnered a 3.94% average engagement rate exceeding internal and industry benchmarks. Paid results also showed exponential success, generating a click-through rate (0.73%) and video view rate (66.4%) over three times anticipated benchmarks while generating over 22.5M impressions. Earned coverage spanned 14 lifestyle and healthcare outlets, with influencers' stories resonating authentically among older audiences. By activating our influencers digitally and in-person, we were able to quickly establish credibility and drive impact with our target audience.

Internally, this marked Lilly's first influencer program in Alzheimer's, unlocking over \$1.5M in new budgets and paving the way for a celebrity-led campaign with Julianne Moore. Since launching in September, Julianne's campaign has generated over 9B+ impressions across 16 different activation points, ranging from owned and corporate social content, TV spots, and display ads, to earned media appearances in *People* and *The Today Show* and an appearance at The Atlantic Festival.

Confidential Information w

Budget has grown year over year as funders saw value and success of program:

2024: \$200,000

2025: \$500,000

Campaign activations with Julianne Moore will continue throughout 2026.

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4,230

ORGANIC VIEWS + 22 COMMENTS IN 2 WEEKS FOR ARLINDA'S FIRST POST

4.3M

ORGANIC IMPRESSIONS + 939 COMMENTS
3.94% AVERAGE ENGAGEMENT RATE

22.5M

PAID IMPRESSIONS
3X HIGHER VIDEO VIEW RATE (66.4%)
AND CLICK-THROUGH RATE (0.73%)
14 PIECES OF EARNED COVERAGE
ACROSS LIFESTYLE, HEALTHCARE,
AND BILINGUAL OUTLETS

\$1.5M+

NEW BUDGETS AND PAVED THE WAY FOR
CELEBRITY-LED CAMPAIGN WITH JULIANNE
MOORE + 9B+ IMPRESSIONS ACROSS 16
ACTIVATIONS, INCLUDING SOCIAL, TV SPOTS
AND EARNED MEDIA PLACEMENTS

