EndeavorRx®

Media Kit

Media Kit Introduction

This media kit helps you educate your patients and caregivers on EndeavorRx. Use the content in this kit and associated media files in your office communications, on your website, and social media accounts. Simply follow the guidelines and use the files accordingly.

Everything You Need to Communicate

In the media folders you downloaded as part of this kit, you'll find image banners, EndeavorRx logos, social media posts, and a video trailer. They are organized into labeled subfolders by category as shown below.

As you read through this guide, you will learn more about how to use these files in your communications to let caregivers know that you can order EndeavorRx for their children.

HINT: The more you tell them about EndeavorRx, the more likely they are to talk to you about whether a prescription would be right for their children.

For questions about the media kit, please contact **marketing@akiliinteractive.com**

EndeavorRx®
Messaging

Use this messaging on your website or email communications to describe EndeavorRx to your patients' caregivers.

Please do not alter the language in any way. The supporting messages are not required, but can be helpful.

Main Messages

EndeavorRx is the first and only FDA-authorized treatment to improve attention in kids 8-12 with primarily inattentive and combined-type ADHD. It's delivered through an immersive and personalized video game experience that is designed to target areas of the brain that play a key role in attention function.

Supporting Message (Great to include, but not necessary)

- EndeavorRx is the only FDA-authorized prescription video game for kids 8-12 with ADHD. Rooted in science, the game targets key areas of the brain that play a role in attention function.

- EndeavorRx challenges kids to multitask and ignore distractions by navigating courses, collecting targets, and avoiding obstacles within the game. It also provides real-time feedback, by adapting to each child. Parents can follow their child's progress via the EndeavorRx Insight® app.

- EndeavorRx is played for 25 minutes a day, 5 days a week, for at least 4 consecutive weeks.

Call to Action

HINT: End your message with these

- Talk to your health care provider today and ask if EndeavorRx is a treatment option for your child.

- Want your child to try EndeavorRx? Try a free demo (on the Apple App Store or Google Play) and talk to me/Dr. LASTNAME/your child's doctor.

Indication Requirement

When using these messages, **always** direct people to the full indication by ending your message with the following:

For more information, full indications for use, and safety information, please visit **www.EndeavorRx.com**

EndeavorRx® Logo

Use the EndeavorRx logo on your website or other office **communications** to let people know you're now prescribing the treatment.

There are a few versions of the logo depending on the background you'll be using it on to ensure it's readable.

Logo Rules: Type, Size & Space

- Use the logo on white background as much as possible

- Do not edit the logo and do not use the icon part of the logo by itself; it is part of the logo

- Make sure the logo is a size that can be easily read

- Leave "safe space" around the logo so word or images aren't too close

- Only use the high-resolution logo file provided

An example of "safe space" is below - the height of the lowercase "n" in Endeavor

These files can be found in the **"EndeavorRx Logos"** subfolder of the **"EndeavorRx MEDIA"** folder.

EndeavorRx Media
- Banner Ads
- EndeavorRx Logos
- Social Media Posts
- Video

On White (Primary Usage)

This logo can be found in the **"EndeavorRx Logos"** subfolder of the **"EndeavorRx MEDIA"** folder. The name of the file is **EndeavorRx_UseOnWhite.png**

On Color

This logo can be found in the **"EndeavorRx Logos"** subfolder of the **"EndeavorRx MEDIA"** folder. The name of the file is **EndeavorRx_UseOnLightColor.png**

On Image

This logo can be found in the **"EndeavorRx Logos"** subfolder of the **"EndeavorRx MEDIA"** folder. The name of the file is **EndeavorRx_UseOnPhotography.png**

On Black

This logo can be found in the **"EndeavorRx Logos"** subfolder of the **"EndeavorRx MEDIA"** folder. The name of the file is **EndeavorRx_UseOnBlack.png**

EndeavorRx® Banners

Use the provided banners like traditional images on your website, emails, newsletters, and other communications to caregivers and their children.

Choose from the several banner sizes within the folder to fit your communication needs.

HINT: It's a good idea to pair the banner and images with supporting messaging from the "Messaging" section on page 3 to help explain more about what EndeavorRx does.

Banners

Name: ERX_HCP_300×250_1.jpg

Name: ERX_HCP_300×250_2.jpg

Name: ERX_HCP_728×90_1.jpg

Name: ERX_HCP_728×90_2.jpg

Name: ERX_HCP_300×250_3.jpg

Name: ERX_HCP_728×90_3.jpg
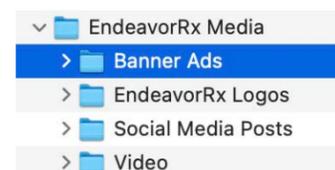
These files can be found in the **"Banners Ads"** subfolder of the **"EndeavorRx MEDIA"** folder.

EndeavorRx® Social Media Templates— Facebook

Use these pre-written social media images and posts to save time and let caregivers know you are now prescribing EndeavorRx.

You can select from any of the images and post copy we've provided, but please do not change the language.

Facebook Post Copy

[I'm/We're] now prescribing EndeavorRx®— the only FDA-authorized prescription video game treatment for kids with ADHD. Safe and scientifically proven, EndeavorRx treats inattention through an immersive video game that challenges kids to navigate courses, ignore distractions, and multitask - all improving their focus.

Reach out to see if EndeavorRx could be right for your child. For more information, full indications for use, and safety information, please visit **www.EndeavorRx.com**

## Facebook Image

ERX_Social_FB_Post_1.jpg

ERX_Social_FB_Post_2.jpg
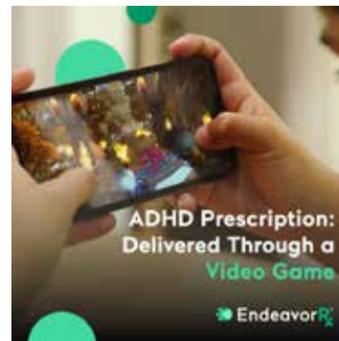
ERX_Social_FB_Post_3.jpg

Facebook Posts Example
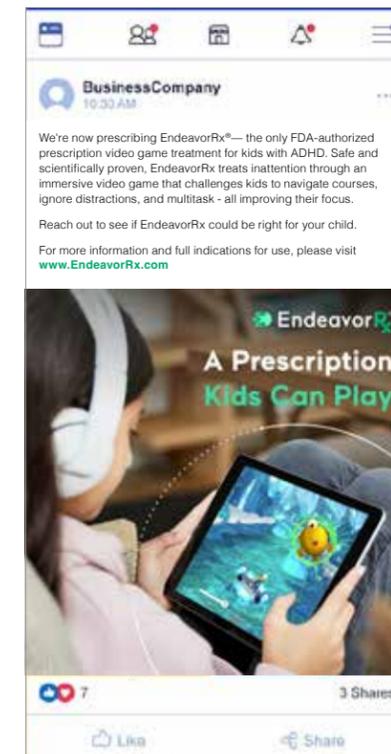
Facebook Post Copy

Facebook Image

EndeavorRx Media
> Banner Ads
> EndeavorRx Logos
> Social Media Posts
> Video

These files can be found in the **"Social Media Posts"** subfolder of the **"EndeavorRx MEDIA"** folder.

EndeavorRx®
Social Media
Templates—
LinkedIn

Use these pre-written social media images and posts to save time and let caregivers know you are now prescribing EndeavorRx.

You can select from any of the images and post copy we've provided, but please do not change the language.

LinkedIn Post Copy

[I'm/We're] now prescribing EndeavorRx®— the only FDA-authorized prescription video game treatment for kids with ADHD. Safe and scientifically proven, EndeavorRx treats inattention through an immersive video game that challenges kids to navigate courses, ignore distractions, and multitask - all improving their focus.

Reach out to see if EndeavorRx could be right for your child. For more information, full indications for use, and safety information, please visit **www.EndeavorRx.com**

LinkedIn Image

LinkedIn Posts Example

ERX_Social_LI_Post_1.jpg

ERX_Social_LI_Post_2.jpg

ERX_Social_LI_Post_3.jpg
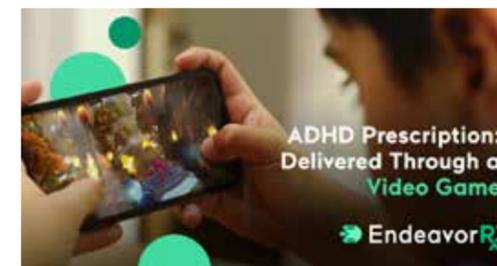
ERX_Social_LI_Post_4.jpg
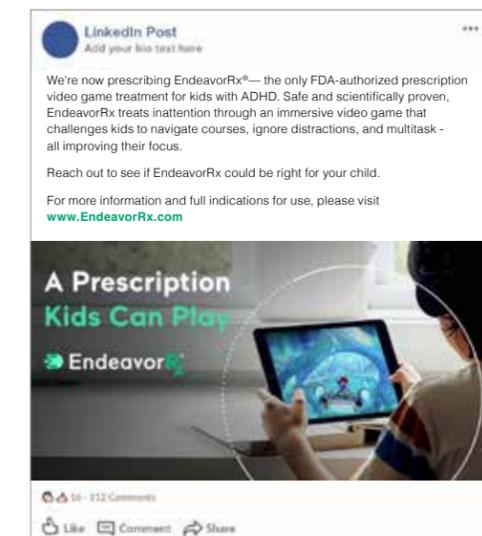
LinkedIn Post Copy

LinkedIn Image

These files can be found in the **"Social Media Posts"** subfolder of the **"EndeavorRx MEDIA"** folder.

EndeavorRx® Treatment Trailer

Use this fun, fast-paced trailer video to introduce EndeavorRx to your patients and caregivers.

Feature the video on your website, waiting room screens, or show it to families on iPads in the exam room.

Share the EndeavorRx Trailer

We have provided two different files so you can easily use this video in the ways that will reach your patients best.
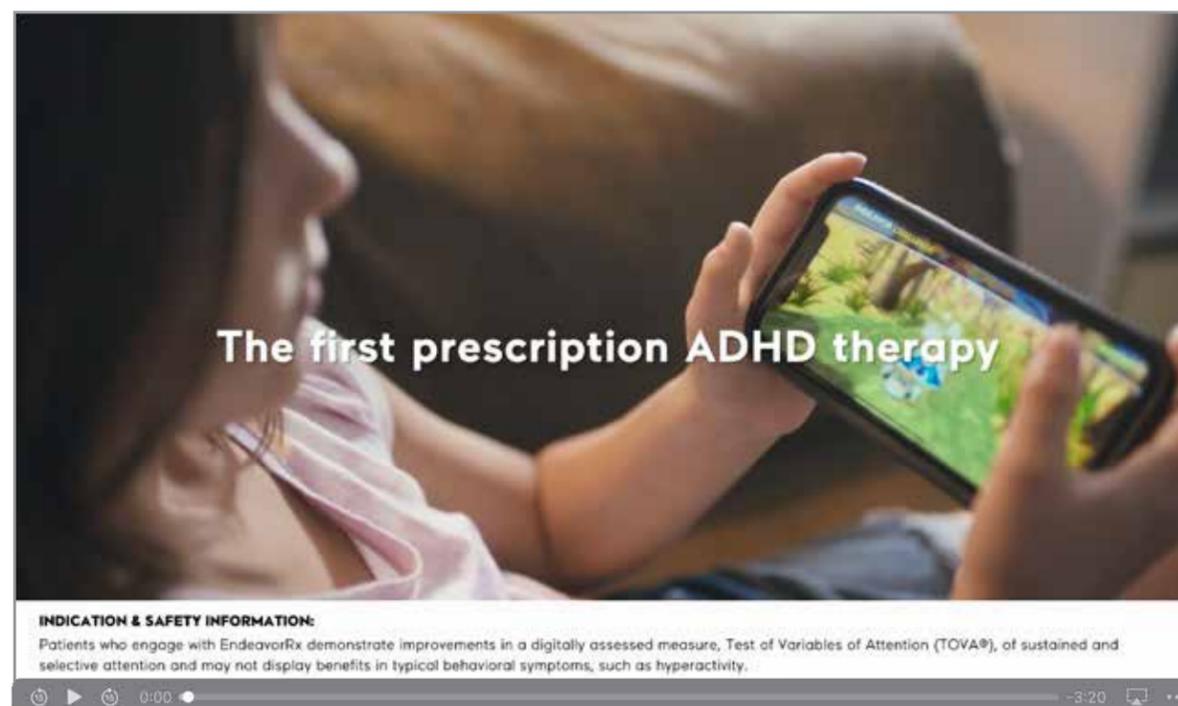
Two Video Options

01. FULL VIDEO FORMAT:

Easily play on iPads or other devices so patients and caregivers can see and hear the video.

02. SILENT VIDEO VERSION:

For playing on office screens or other media where sound would be disruptive.

HINT: Use video files as is. No editing or customization.
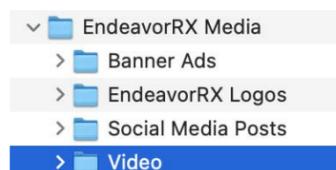
These files can be found in the **"Video"** subfolder of the **"EndeavorRx MEDIA"** folder.

EndeavorRx® is a digital therapeutic indicated to improve attention function as measured by computer-based testing in children ages 8-12 years old with primarily inattentive or combined-type ADHD, who have a demonstrated attention issue. Patients who engage with EndeavorRx demonstrate improvements in a digitally assessed measure, Test of Variables of Attention (TOVA®), of sustained and selective attention and may not display benefits in typical behavioral symptoms, such as hyperactivity. EndeavorRx should be considered for use as part of a therapeutic program that may include clinician-directed therapy, medication, and/or educational programs, which further address symptoms of the disorder. No serious adverse events were reported. Federal law restricts this device to sale by or on the order of a licensed health care provider. For full instructions for use and important safety information, please visit **www.endeavorrx.com/instructions-for-use/**