

Big Pharma Doesn't Realise How Sensitive an Issue Obesity Is. Here's What It Should Do

Media Analysis Summary



An Observer investigation went viral as it revealed that experts who praised the popular weight loss drug Wegovy received payments from its maker Novo Nordisk.

The investigation became such a hot topic namely because it had to do with obesity – an issue whose sensitivity Novo Nordisk didn't seem to fully realise. The lively debate made Transparency and corporate responsibility the second most prominent topic in the media discussion around obesity.

Top 5 topics in the obesity debate by share of voice



27%

Drug innovation



24%

Transparency & corporate responsibility



20%

Health & wellness



14%

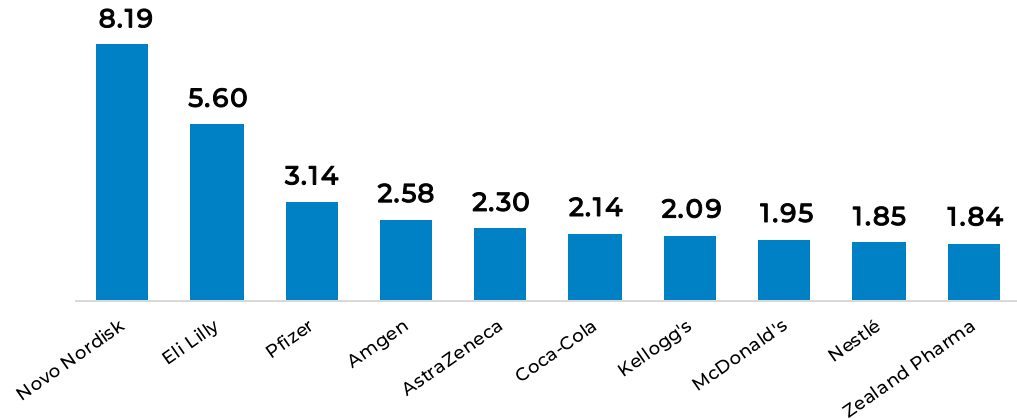
Regulation & policy



8%

Stigma & discrimination

Top 10 companies in the obesity debate by media impact score



Novo Nordisk became the most influential company in the debate as many critics argued that it should have been transparent with the media and should have asked experts and obesity charities to be make it clear that it funded them.

5 ways pharma companies should approach obesity:

- Prioritise transparency
- Educate the public on weight stigma
- Emphasise the importance of lifestyle changes
- Develop ESG messaging around obesity as a social issue
- Use social media to combat eating disorders

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