



āLIVE EMERGENCY ALERTS CAMPAIGN



EMERGENCY ALERTS

*Be in the **know** before you go*



Know when a business interruption occurs by using our aLIVE app. Get notified instantly of weather-related location shutdowns, widespread power outages or other emergencies.

DOWNLOAD aLIVE AND ENABLE PUSH NOTIFICATIONS TODAY.


HERE'S HOW

- Search "Abbott aLIVE" in your mobile app store
- Open app > Select "Get Started" > "Log In"
- Select your network in the dropdown menu
- Choose "aLIVED" for Abbott or "SJM" for legacy SJM
- Leave the number of days at "90"
- Select "Continue"
- Enter your network ID and password
- Select "Sign In"
- Answer demographic questions

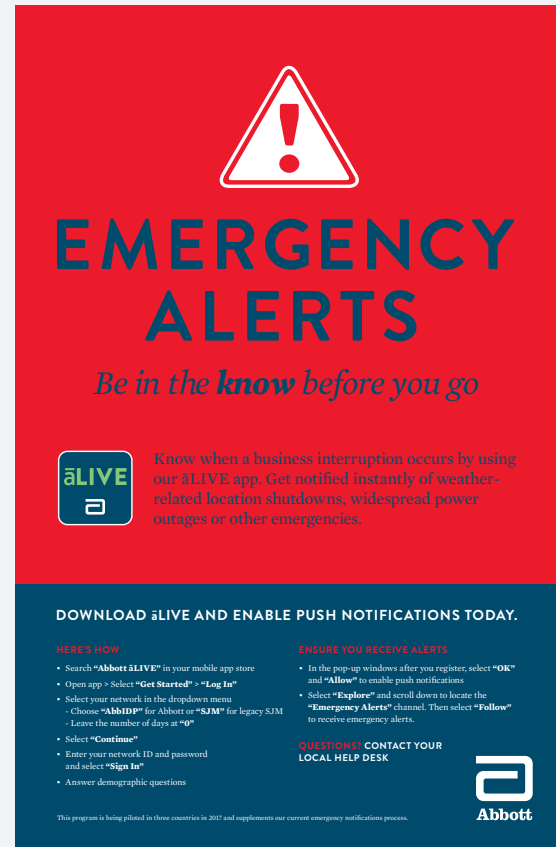
ENSURE YOU RECEIVE ALERTS

- In the pop-up windows after you register, select "OK" and "Allow" to enable push notifications
- Select "Explore" and scroll down to locate the "Emergency Alerts" channel. Then select "Follow" to receive emergency alerts.

QUESTION? CONTACT YOUR LOCAL HELP DESK



This program is being piloted in three countries in 2017 and supplements our current emergency notifications process.



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
EMERGENCY
ALERTS

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ALIVE

Know when a business interruption occurs by using our ALIVE app. Get notified instantly of weather-related location shutdowns, widespread power outages or other emergencies.






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HERE'S HOW


1. Search "**Abbot*iLIVE***" in your mobile app store
2. Open app > Select "**Get Started**" > "**Log In**"
3. Select your network in the dropdown menu
4. Choose "**Abbot*iLIVE***" for Abbot or "**SJM**" for legacy SJM
5. Leave the number of days at 0
6. Select "**Continue**"
7. Enter your network ID and password and select "**Sign In**"
8. Answer demographic questions

ENSURE YOU RECEIVE ALERTS

1. In the pop-up window after you register, select "**OK**" and "**Allow**" to enable push notifications
2. Select "**Emergency**" and scroll down to locate the "**Emergency Alerts**" channel. Then select "**Follow**" to receive emergency alerts.



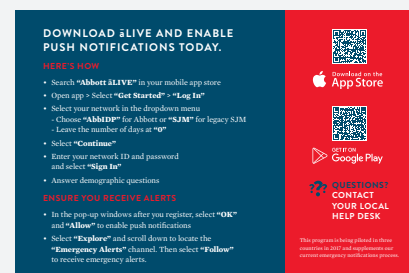
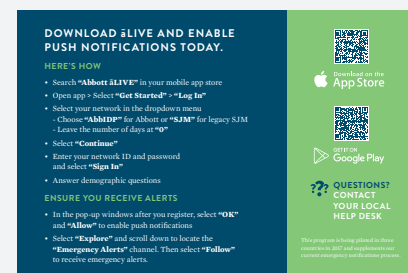
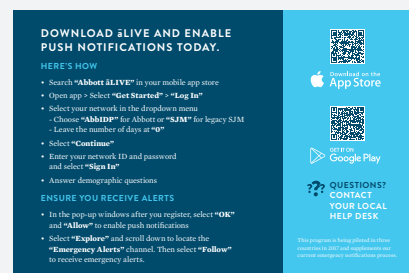
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App Store



Google Play

**? QUESTIONS?
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YOUR LOCAL
HELP DESK**

The program is designed to be used in conjunction with the Abbot iLive and iLive for SJM mobile applications. For more information, please contact your local help desk.



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āLIVE EMERGENCY ALERTS CAMPAIGN

24x36 POSTERS



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- Choose "AbbIDP" for Abbott or "SJM" for legacy SJM
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SJM TRI-FOLD TABLE TENTS



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GLUE AREA



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GLUE AREA

10.2.17

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35x89.75 RETRACTABLE BANNERS



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SEARCH “ABBOTT āLIVE” IN YOUR APP STORE





INSTALL ON ANY DEVICE

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8.5x14 (LEGAL SIZE) NON-U.S. POSTERS



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EMAIL TEMPLATE





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Ao longo de nossa história, sempre ajudamos as pessoas em todos os estágio da vida a atingirem seu máximo potencial.. Mas, precisávamos expressar esse propósito de uma forma relevante para todos os nossos públicos. Precisávamos de uma ideia que refletisse nossa história enquanto caminhamos para nosso futuro.

Para a Abbott, a saúde é indispensável para que cada indivíduo atinja seu potencial e celebre tudo o que a vida permite. Vemos Nosso propósito é esse: Aproveitar o poder transformador da

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SYMON SIGN





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