

PAIN-
KILLERS



DON'T

Painkillers

Don't Exist:

Campaign Evaluation

NHS SUNDERLAND CCG

EXIST.

OVERVIEW OF CAMPAIGN

ABOUT

Commissioned by:
NHS Sunderland CCG

Duration:
5 months

Dates:
4 October 2019 – 29 February 2020



LONG-TERM
PAIN MEDICATIONS
DON'T KILL PAIN,
THEY MASK IT.

'Painkillers Don't Exist' is a citywide campaign that aims to **raise awareness of the issues, dangers and effects of high dose, long term painkillers** to allow those who are addicted to painkillers feel empowered to seek support, and those prescribing, grow in confidence to suggest alternative pain recovery plans.

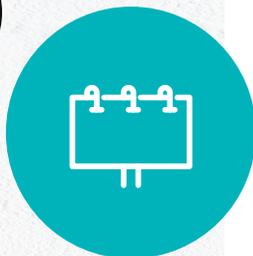
Through careful creation of a campaign brand identity, delivered through sourcing and sharing of real stories, outdoor advertising, social media, direct mail of GP resources and online/TV coverage, we were able to give this issue the platform to captivate the audience and encourage conversations around painkiller dependency.

AIMS AND OBJECTIVES



A two pronged approach, the campaign aims to ultimately raise awareness of painkiller dependency, and in return, reduce prescription rates across Sunderland.

During the creation and delivery of the campaign, it was apparent that due to the lack of awareness around this problem in the UK, the campaigns main focus was to raise awareness of high dose, long term painkillers. Behaviour change is a long term process.



The campaign also aims to:

› **Hone in on pain relief, not sharing medication and the real life consequences.**

Key messages delivered through social media and downloadable resources.

› **Evidence how addiction and risky levels of use can happen to anyone, there isn't a stereotype.**

Delivered through a peer-to-peer approach, and evidenced through a range of stories focused on painkiller dependency.

› **Encourage the population of Sunderland to reflect on their choices regarding this form of medication and self-care.**

Initially sparked through the controversial campaign style and campaign name 'Painkillers Don't Exist', and ongoing through campaign delivery.

› **Make prescription painkillers a secondary course of action and inform the public of their recovery options, including self-care.**

Through healthcare professional 'FAQ' advice placed on the website. Due to the lack of services available for this, signposting was limited and is something we think is essential to incorporate in the next stage.

CAMPAIGN JOURNEY



INSIGHT

Audience insight, run online through paid advertising, aimed to discover the current challenges of painkiller dependency and source people who were willing to share their story.



FINDINGS

In a survey conducted by Magpie, **49 out of 62** respondents in Sunderland said they had been **negatively affected by taking prescription painkillers.**

Out of the 62 respondents who took part in the survey:

- > **42 out of 62** people experienced personal issues
- > **15 out of 62** people said this was a family member
- > **5 out of 62** people said this was a friend

Many people addicted to painkillers reported not knowing the full background of what they were taking before they took it, demonstrating a lack of awareness:

"If I knew they were so addictive with bad withdrawals I would never have taken them."

Many people reported that the prescription review process was inconsistent across healthcare professionals:

"My medication was only ever reviewed when my condition became worse. I was left on a heightened dose for a long time with no review. Prescriptions hadn't been checked and when it was discovered, I had been on too much for a long period of time."

CAMPAIGN JOURNEY



STRATEGY

Primarily raising awareness of the issue, targeting both prescribers and the public to increase confidence in consultations and seeking support.



CAMPAIGN ACTIVITY



CREATION

Creation of campaign brand, identity and positioning



WEBSITE

Including advice from healthcare professionals, campaign resources and advice



REAL STORIES

Shared surrounding painkiller addiction



STORY ANIMATION

Bringing stories to life



DIRECT MAIL

GP packs and campaign briefing



OUTDOOR ADVERTISING

Including billboards, bus stops



SOCIAL MEDIA ACTIVITY

Including targeted paid advertising on Facebook



PR

Local regional and national

RESULTS SUMMARY



CREATION OF WEBSITE

A total of 6,022 website visits from 4,838 users and 835 resource downloads

6,022
website visits

REAL STORIES SHARED

2,305 STORY READS

in total, including 1,005 reads on Kate's story



DIRECT MAIL

40 CAMPAIGN PACKS

direct mailed to all GP practices in Sunderland



SOCIAL MEDIA ACTIVITY:

including targeted paid advertising on Facebook

55% OF WEBSITE HITS

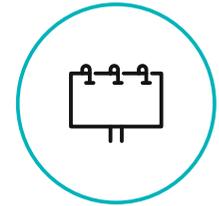
generated from a four month social media plan, throughout the campaign period



OUTDOOR ADVERTISING:

TWO BILLBOARDS, FOUR BUS STOPS

and one extra digital screen arranged to accompany BBC TV coverage



PR

COVERAGE FROM 16 NEWS OUTLETS

including BBC news at 6pm and 10pm, creating a sense of regional identity, on a national stage



WEBSITE PERFORMANCE

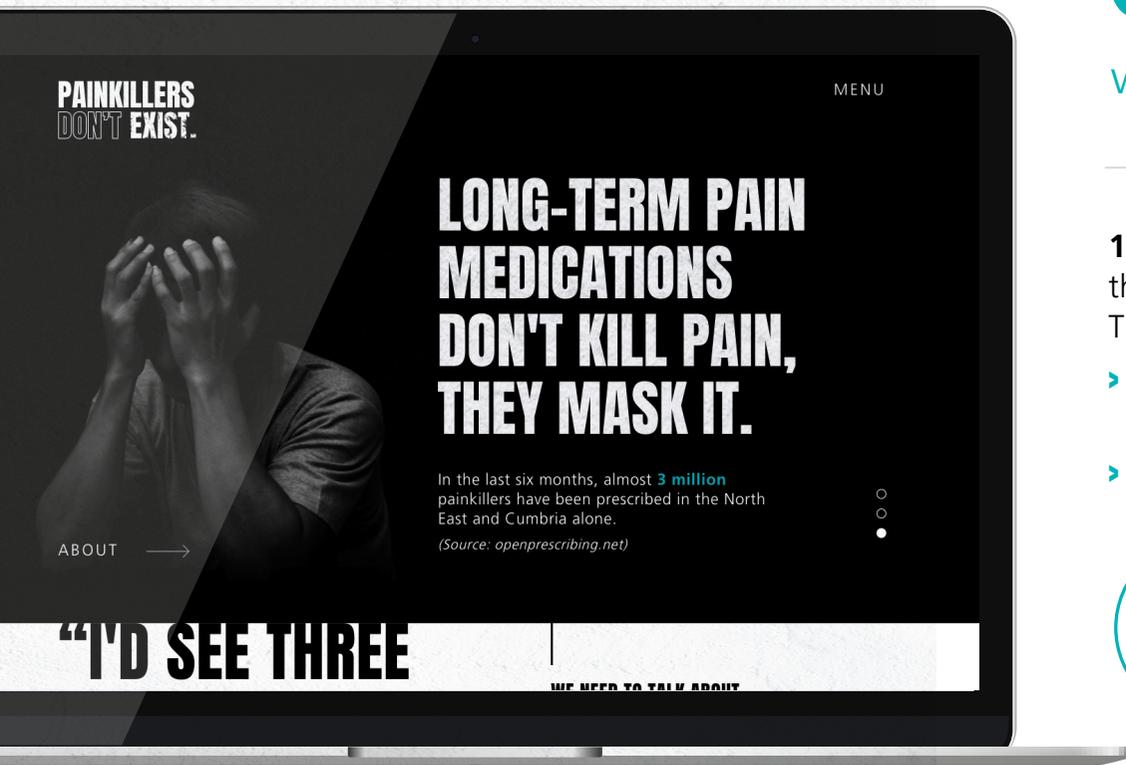


From 4 October 2019 – 29 February 2020,
painkillersdontexist.com received:

6,022



website visits from 4,838 people.



1,184 visits were from returning users, proving that the website is more than a one-hit experience. This could be:

- ▶ People visiting after reflecting on their dependent behaviour towards painkillers.
- ▶ Healthcare professionals returning for further advice.



The highest day for visits to the website was Saturday 22 February, following the BBC coverage. The site received 500 visits on this day.



WEBSITE PERFORMANCE



3,370 people who visited the website came from social media



978 people visited the website directly with the URL



290 visited the website through an organic search, e.g. Google/Bing



237 people were referred to the website through a third party:

- › 170 visits from the BBC website
- › 40 visits from the Pharmaceutical Journal
- › 15 visits from internal NHS referrals
- › 12 visits from miscellaneous websites

An average of **1 minute 2 seconds** spent on the website, suggesting a strong intake of information.

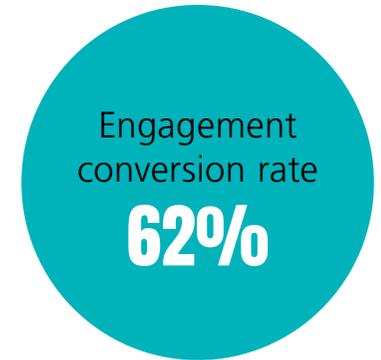


835 resource downloads in total

CONVERSION RATE

Out of **1,328 visits** to the resources page, there were **835 downloads**.

Engagement conversion rate: 62%



Most popular pages

Homepage: **3,949 visits**

Stories (combined): **3,490 visits**

Resources: **1,328 visits**

Support: **1,302 visits**

About: **796 visits**



55% of visits in the campaign period came from social media.



22% of visits in the campaign period came from BBC TV coverage on Friday 21st February, with an average of 1 minute 22 seconds spent on the website.

SOCIAL MEDIA ENGAGEMENT



4 October – 29 February



ENGAGEMENT



The hashtag was
used a total of

117 TIMES



OVERVIEW OF ACTIVITY

To help raise awareness of the campaign and encourage our audiences to engage with our messages, we created three social media content plans.

These included a mix of different messages and calls to action including:

- › General campaign awareness.
- › Facts and statistics about painkiller use in Sunderland.
- › Support for GPs and pharmacists – linking to the digital resource packs.
- › Supporter encouragement – linking to the supporter resource pack.
- › Awareness of the alternatives to prescription painkillers.
- › Safety messaging.
- › Advice and support for those addicted.
- › Advice and support for those who think someone they know could be addicted.

We also promoted the stories of painkiller addiction on social media, as well as the animation we created for Kate's story.

FACEBOOK OWNED CONTENT

Throughout the campaign, we created **165 owned posts** to be published on the NHS Sunderland CCG Facebook page by NECS.

The best performing owned posts on Facebook were...



Reach
1.7K



PHASE 1

Post clicks: **133**

Link clicks: **18**

Reactions, comments and shares: **33**



WHY?

The use of a local statistic added a shock element to the message and taught the audience something new. The graphic is bold and striking, grabbing their attention when scrolling through their Facebook feed.



PHASE 2

Post clicks: **32**

Link clicks: **24**

Reactions, comments and shares: **4**



PHASE 3

Post clicks: **22**

Link clicks: **18**

Reactions, comments and shares: **6**



WHY?

The simple message sparks intrigue and encourages the audience to visit the website to find out more.



WHY?

This post linked directly to a real story of painkiller addiction, using a quote to capture the attention of the audience and then encourage them to read the full story on the website.

FACEBOOK

PAID CONTENT

We created and published **21 ads** across the NHS Sunderland CCG Facebook page during the campaign period.

Ad demographics

The ads targeted...
18-65+ year olds living in the City of Sunderland.



18-65+
year olds

In total, the ads generated:

Impressions: **125,578**

Link clicks: **2,702**



PHASE 1

Impressions: **50,053**

Reach: **19,304**

Link clicks: **1,249**

PHASE 2

Impressions: **42,265**

Reach: **14,396**

Link clicks: **776**

PHASE 3

Impressions: **33,260**

Reach: **11,980**

Link clicks: **677**



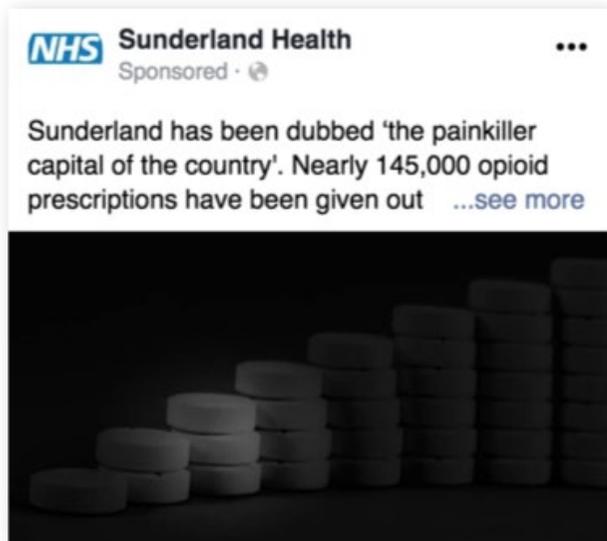
The best performing ads were...

Performance based on link clicks to painkillersdontexist.com

1. Impressions: **10,101**
Reach: **6,690**
Link clicks: **265**

2. Impressions: **3,714**
Reach: **2,641**
Link clicks: **248**

3. Impressions: **5,369**
Reach: **3,911**
Link clicks: **193**



WHY?

This ad uses a local statistic as a shock tactic to encourage the audience to visit the website to find out more. It also had the highest budget (£30) out of the three ads, but only ran for two days, therefore maximising the chance of engagement.

WHY?

This ad focused on one of the three stories featured on the campaign website. The use of dark imagery added an element of intrigue, prompting the audience to want to read the full story.

WHY?

The use of a bold and emotive quote will have helped catch the audience’s attention whilst scrolling through their feed. It’s surprising that this ad performed as successfully as it did, considering Facebook’s rules about featuring text in ad images.



TWITTER

OWNED CONTENT

Throughout the campaign, the same **165 posts** were duplicated and published on the NHS Sunderland CCG Twitter account by NECS.

The best performing tweets were...



PHASE 1

Impressions: **3.7k**

Reactions: **13**

Post clicks: **5**



WHY?

This was one of the first tweets about the campaign so was likely to generate good engagement as the content was brand new to the audience.



PHASE 2

Impressions: **4.2k**
Reactions: **3**
Post clicks: **6**



WHY?

The straight to the point language and bold graphic challenged what the audience thought they knew and intrigued them to want to click to find out more.



PHASE 3

Impressions: **1.7k**
Reactions: **1**
Post clicks: **10**



WHY?

This message linked directly to the support page and was relevant for both people who were addicted and those who were worried about someone they know.

ANIMATION PERFORMANCE



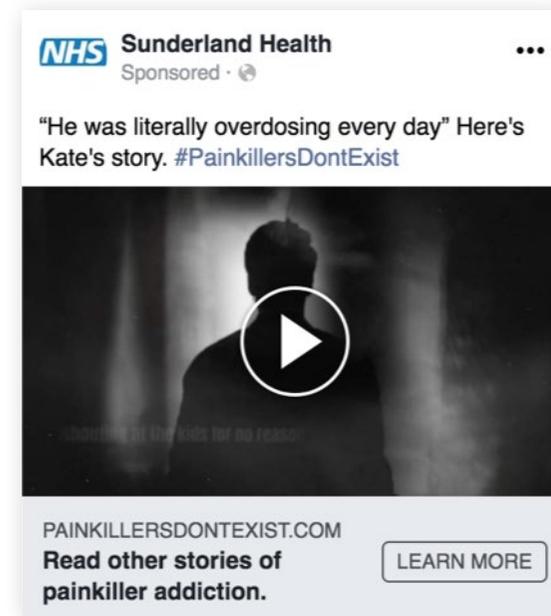
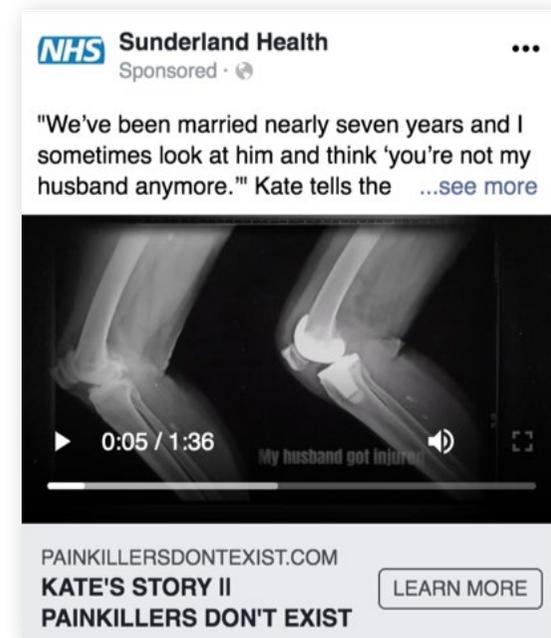
Three of the ads we published on the NHS Sunderland CCG Facebook page included the animation we created to tell Kate's story of her husband's experience with painkiller addiction.

Instead of clicks to the campaign website, the objective of these ads were to generate views of the animation.



In total, these ads generated:

Impressions: **45,397**
Reactions: **20,748**
ThruPlays*: **15,317**



*ThruPlay is when your video ad is watched to completion, or for at least 15 seconds.

RECEPTION OF THE CAMPAIGN ON SOCIAL MEDIA



The campaign received a mixed reception from the general public of Sunderland, with some praising the messaging, whilst others took a more defensive stance, voicing their concerns around the perceived lack of alternatives to pain medication.

However regardless of the opinion, the content was successful in fulfilling its aim – to spark conversations about painkiller use, the risk of addiction and potential dangers of this.

Here are a sample of comments from social media content.



Gilli Mackem Donkin There are many people in Sunderland who get this medication prescribed and don't need it. Fakers who like to tell everyone what medication they are on because it makes them sound ill.....They need to get these strong painkillers off the Dr because mos... [See more](#)

Like · Reply · Message · 19w · Edited 2

David Wilkinson Gilli Mackem Donkin can you name these people

Like · Reply · Message · 19w

Gilli Mackem Donkin David Wilkinson I don't need to name people. I'm just stating a point.

Like · Reply · Message · 19w

David Wilkinson Gilli Mackem Donkin Just a shame you couldn't name them

Like · Reply · Message · 19w

Alan Cooper So is a point a fact ?

Like · Reply · Message · 19w

David Wilkinson Alan Cooper I'm on medication.im genuine and need it.

Like · Reply · Message · 19w

Gilli Mackem Donkin Alan Cooper Look, I put a comment on. I'm allowed to do that I think. I don't have to answer to anyone about it.

Like · Reply · Message · 19w

Kathy Haq Gilli Mackem Donkin I think you do when you're making what is an accusation of cheating towards some people. I'm a retired nurse on medication for pain that I need, partly as a result of my years of standing at the operating table for hours on end. My knees are knackered.

Like · Reply · Message · 19w

Gilli Mackem Donkin Kathy Haq Freedom of speech and all that !!!!

Like · Reply · Message · 19w

Reply as Sunderland Health

Donna Soutar Then ensure people get the correct treatment to resolve or minimise their pain. Otherwise the prescribing will continue, or suddenly stop. Sadly, some people will end up misusing over the counter meds, self medicate with alcohol, or access drug and alcohol treatment centres.

Like · Reply · Message · 19w 1

Ann Pinder How many people are unwell from side effects of painkillers then need other medications to help with that. Money making merry-go-round for Big Pharma & quite possibly the doctors too.

Like · Reply · Message · 19w 1

Sigmundur Vilhjálmrsson 2 x dole poles + 1 x prescription opioid = PIP payments. [👍](#) [👍](#)

Like · Reply · Message · 19w

Zoe Lee Surely this is down to the prescribing dr.

Like · Reply · Message · 19w

Jackie V Thompson Broke My hip had to have a replacement.Prescribed Tramadol for the pain.Took 2 tablets didn't know where I was.Just put up with the pain.

Like · Reply · Message · 19w 2

↳ 4 replies

Mark Gallagher And yet my partner was given paracetamol for pancreatic cancer before transfer to the Freeman

Like · Reply · Message · 19w

David Duggan Sad statistic isn't it... Nowt to do with them doctors pushing drugs on people to make £££? I think so. If only there was a non toxic natural plant substance that could be used as a great pain killer without all the nasty side effects of the pharma pa... [See more](#)

Like · Reply · Message · 19w · Edited 6

↳ View 5 more replies

Author
Sunderland Health This is not about saving money. Reducing the amount of painkillers people take will improve the health and wellbeing of the population of Sunderland.

David Duggan Sunderland Health who said it was about saving money? The amount of pain killers would be massively reduced if the doctor's weren't so easy to hand them out. The reason they hand them out so much is because of the profits they make from them. I thought my first comment stated this clearly enough, obviously not for some

Like · Reply · Message · 19w 2

Rosalind Box David Duggan you are right, but the profit is made by pharma not the doctors. It's too much to go into here but I would suggest people do their research before blindly accepting meds.

Like · Reply · Message · 19w 2

Deborah Layfield Sunderland Health tell that to the GP's who would rather give you painkillers than investigate the cause of your pain.

Like · Reply · Message · 19w 7

Mark Gallagher And yet when my partner was in hospital with pancreatic cancer in Sunderland she was given paracetamol and antibiotics 🙄🙄🙄

Like · Reply · Message · 19w 1

STORIES

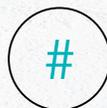


Incorporating stories into the Painkillers Don't Exist campaign has helped readers to relate to painkiller dependency through a peer-to-peer approach. Showcasing these stories aims to break the 'addiction' stigma, proving that painkiller addiction can happen to anyone, at any time.

By adopting a peer-to-peer approach, this allowed us to inform the public of the issue surrounding opioids, avoiding a 'top down' delivery.



Across the campaign period, there has been **2,305 story reads of Kate's, Stephen's and Tracie's story.**



2,305
story reads
in total

KATE'S STORY WAS THE MOST READ, WITH 1,005 READS.

Contributing factors to this may be:

These included a mix of different messages and calls to action including:

- ▶ Kate's story was created into an animation, adding an extra dimension to the content.
- ▶ Had extra story promotion due to the animation.
- ▶ Was sports injury related, the concern was coming from a family or friend perspective and could be viewed as the most unconventional route into painkiller dependency.
- ▶ The public may be more comfortable identifying problems with family or friends', dependency compared to their own.

Stephen's story received **687 reads**

Tracie's story received **599 reads**



STORIES



CHALLENGES

- ▶ Sourcing people who are willing to openly share their story as part of the campaign was challenging. We found that those who spoke to us did not want to be publicly labelled as an 'addict'.
- ▶ As painkiller dependency is a sensitive topic that should be approached with caution, PR reach was limited as most news outlets require a spokesperson who is comfortable speaking about their dependency, across different news forms e.g. TV, radio and online.
- ▶ Although some people were willing to share their story as part of the campaign, some stories unintentionally showcased NHS negligence which was difficult to avoid through storytelling. These stories were unable to be shared, with an aim to prevent any potential backlash.
- ▶ Initially focusing on a city-wide approach, sourcing a Sunderland based voice to represent Kate's story took longer than expected, due to the regional rivalry between Sunderland and Newcastle.



Prof Coleman highlighted the painkillers don't exist public awareness scheme which is running in Sunderland, calling it an **'intelligent' approach which could be replicated elsewhere**. It stresses that drugs like opioids just mask the symptoms.

Prof Coleman, an expert in pharmacology at Birmingham University

QUALITATIVE DATA FROM HEALTHCARE PROFESSIONALS



In a small survey conducted to gain insight into prescribing confidence in a selected number of GPs in the following surgeries:

- › Bridge View Medical Group
- › Millfield Medical Centre
- › Chester Surgery
- › Guidepost Medical Group



QUESTION 1.

On a scale of 0 to 10, how confident are you on saying no to a patient when they ask for pain medication?

Average score in August 2019: 7

Average score in February 2020: 9

› A 28% confidence increase

QUESTION 2.

On a scale of 0 to 10, how confident are you on explaining to a patient about the side effects of the pain medication being prescribed?

Average score in August 2019: 9

Average score in February 2020: 9

QUESTION 3.

On a scale of 0 to 10, how confident are you at supplying alternative methods to the patient to manage their pain (e.g. physiotherapy)?

Average score in August 2019: 7

Average score in February 2020: 8

QUALITATIVE DATA FROM HEALTHCARE PROFESSIONALS



QUESTION 4.

How has the Painkillers Don't Exist campaign helped you in your role of prescribing?

All participants said that the Painkillers Don't Exist campaign has helped them in their role of prescribing.

"It has helped reduce the patients' expectation"

"Because of the campaign, patients are aware of the stopping of prescribing painkillers"

"The campaign highlights problems caused by inappropriate prescribing on analgesics and is a tool to introduce idea of reduction in consultations"

"Gives me confidence to handle questions and negative comments that patients may make"

QUESTION 5.

Is there anything else that you'd like to see as part of the 'Painkillers Don't Exist' campaign going forward?

"It must be repeated so often like the antibiotics campaign"

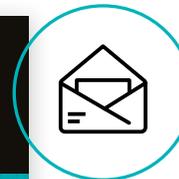
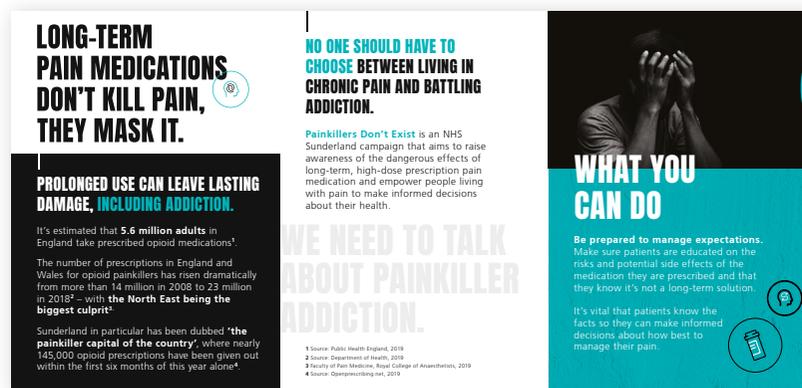
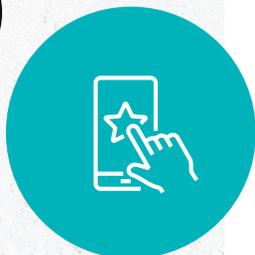
"More support for patients and clinicians"

QUALITATIVE DATA FROM HEALTHCARE PROFESSIONALS



QUESTION 6.

At the beginning of the campaign, your GP practice will have received a campaign pack including resources. **If you interacted with the resources, please rate how useful the following resources were from not useful to very useful.**



GP information leaflet – Useful



Small campaign cards to hand to patients – Useful



Posters – Useful/Very Useful

IMPACT ON LOCAL PRESCRIBING RATES



Since the campaign launched, the local prescribing rates for high dose, high strength opioids have decreased.

This is an indication that the campaign has been successful in challenging people's perceptions of painkiller use and consequently, the number of prescriptions given out.



This table shows the decrease in opioid use from **January-December 2019**.

	Jan 19	Dec 19
High dose opioids per 1000 patients	854 (92nd centile)	691 (86th centile)
Total morphine equivalence prescribed	14 million mg (88th centile)	13 million mg (86th centile)
High dose opioids as a percentage of regular opioids	18.0% (67th centile)	14.9% (44th centile)



MEDIA COVERAGE



Painkillers Don't Exist was **featured in the news 16 times** since campaign launch at a local, regional and national level.

The campaign made an appearance in:

- › BBC (TV)
- › BBC (online)
- › BBC (Radio 5 live, BBC Sounds)
- › The Pharmaceutical Journal
- › The Evening Standard
- › Sunderland Echo
- › BBC Radio Newcastle
- › Spark Sunderland
- › Simple News
- › AE Daily
- › Dementia News
- › DB Recovery Resources
- › BioPortfolio
- › Post Asia
- › Moose Gazette
- › Wearside Medical Practice

MEDIA REACH

- › Radio 5 Live (Drive time) has a reach of **5.41 million listeners** every week.
- › BBC News at 6pm is watched by **4 million people**.
- › BBC News at 10pm is watched by **4.8 million people**.

IMPACT OF NATIONAL BBC COVERAGE:

21 February (the day of coverage)

292 website visits

83 at 6pm

72 at 10pm

33 GP pack downloads

16 digital pack downloads

7 pharmacy pack downloads



22 February

500 website visits

126 GP pack downloads

7 digital pack downloads

6 pharmacy pack downloads

The average time spent on the site during this weekend was **1 minute 26 seconds**.



MEDIA COVERAGE



the PHARMACEUTICAL JOURNAL A Royal Pharmaceutical Society publication

News & analysis | CPD & Learning | Research | Pharmacy Learning Centre | Career

HOME > NEWS & ANALYSIS > NEWS

Addiction

'Painkillers don't exist' campaign launched in area with one of the highest opioid prescribing rates in England

The Pharmaceutical Journal | 6 NOV 2019 | By Carolyn Wickware

Sunderland Clinical Commissioning Group has launched a public awareness campaign aimed at reducing the amount of opioid painkillers prescribed in the area.



Source: Sunderland CCG

The campaign message that "painkillers don't exist" and can only mask pain has been displayed on billboards, at bus stops and in GP surgeries

A clinical commissioning group (CCG) in the north east of England has

Medics issue warning as Sunderland dubbed 'painkiller capital' - with 145,000 prescriptions in just six months

Sunderland has been dubbed the region's painkiller capital by health chiefs after figures revealed it is the second-highest prescribing area in the country for the drugs.

By Ross Robertson
Wednesday, 6th November 2019, 3:27 pm
Updated Thursday, 7th November 2019, 8:39 am



Simplify Social Media

Our social solutions help you create relationships with the people who love your brand.



Most Popular

1. Coronavirus case confirmed in Newcastle
2. Recipe ideas for the littlest member of the household
3. Ramside Hall offers kitchen inspections to guests as bosses say they are up to the expected standard after one-star food hygiene rating



SUMMARY OF SUCSESSES AND CHALLENGES



SUCSESSES

- ▶ Coverage for 'Painkillers Don't Exist' has branched out nationally. The use of analgesics are currently a national topic – with PR interest from BBC national, BBC radio Newcastle, the pharmaceutical journal and other regional and local press outlets. BBC coverage almost doubled resource downloads, particularly with GPs.
- ▶ The campaign has been received well with healthcare professionals, with many sharing their gratitude through the hashtag #PainkillersDontExist and downloaded resources.
- ▶ A peer-to-peer approach is the best way to engage with the audience through campaign delivery. Through sharing real stories of real people (written on the website, and through digital animation) who have suffered from painkiller dependency and addiction, the campaign has been received well by most.



Coverage
for 'Painkillers
Don't Exist' has
branched out
nationally.

CHALLENGES

- ▶ Although a peer-to-peer approach works the best, the scale of the issue is large, and some people have feelings of anger towards their situations or pain and lack of signposting.
- ▶ As this is one of the first campaigns of its kind, there is currently a lack of signposting for those who need support as services may be put under strain. We hope to be able to sign post more accurately in the next phase of the campaign.
- ▶ Working with a third party source for scheduling of posts meant that Magpie were not able to be as reactive as possible with content compared to previous campaigns.
- ▶ Sourcing localised voiceovers was a lengthy process which delayed the animation release.
- ▶ Although some people were happy to share their stories, anonymity was a challenge throughout the process. More coverage for the campaign may have been gained if more stories were shared openly.

RECOMMENDATIONS



As **Painkillers Don't Exist** is one of the first campaign approaches in the UK dedicated to tackling high dose, long-term painkillers, the behaviour change journey has only just started.

Because of this, raising awareness of the issue is still as important in the next phase of the campaign.

1. Continue the conversation.

Sunderland have been pioneers of the issue and campaign and in such a short time, we have seen conversations on the topic develop at a national level. In five months, we have already seen a difference in the approach to the problem in County Durham as the conversation and awareness has developed.

2. More stories.

Gathering more stories to share through the campaign will help grow more empathetic relations through a peer-to-peer approach.



3. Aim to spread more awareness.

With the success of BBC national TV coverage, the boost in campaign engagement included 1,341 visits to the website and 330 extra downloads, with 234 of those being GP packs.

4. Support.

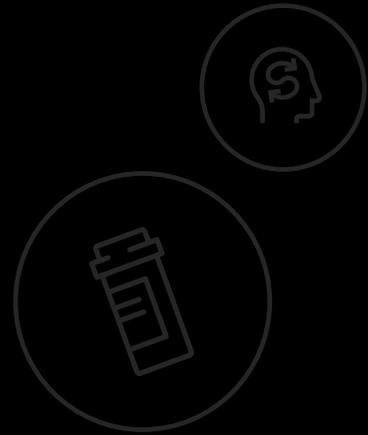
Offering more support to people who are affected by painkiller dependency is vital. We recommend doing this through signposting local services through the website.

5. Development of healthcare professional resources.

Of those who visited the resources page, **62%** downloaded a resource pack, proving a successful conversion rate. We recommend doing more work with GPs and pharmacists, including creating physical packs for pharmacists, including advice on the topic and how they can help support the campaign.

We recommend sharing a **'journey so far'** of the campaign with healthcare professionals, to encourage campaign momentum into a second phase and keep confidence consistent.





magpie

Healthier and happier
communities; one
person, one campaign
at a time.

0113 318 3051

HELLO@WEAREMAGPIE.COM

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