Case Study: Dry Eye

Rx EDGE®
Media Network

A Dry Eye brand leverages Rx EDGE programs to drive trial, outpace the competition, and gain share

SUMMARY

By leveraging the Rx EDGE platform, a Dry Eye brand distinguished itself in a competitive market that was seeing growth in not only new prescriptions but also in refills among existing patients. The brand's continual outreach to users of OTC remedies – in over 18,000 stores for an 18 week period – proved to be a highly effective way to drive awareness and motivate action.

OBJECTIVES

The ultimate goal was to maximize the delivery of messaging and generate awareness among a targeted audience of sufferers who had symptoms and were actively searching for remedies. Key communication strategies included:

- Increasing brand awareness among the target audience, primarily women diagnosed but not currently using Rx treatment
- Building patient conviction for the brand's value proposition
- Equipping potential patients with dialogue support so they could request the brand by name

RETAIL PHARMACY

PREMIUM LOCATION

Over-the- counter products like artificial tears are often the "first line" of self-treatment when Dry Eye symptoms arise. A significant benefit of the Rx EDGE Media Display program is that it gives marketers the unique ability to target this audience of frequent OTC users.
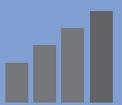
RESULTS

Results were measured with a matched-panel test vs. control analysis conducted by a third-party research firm.

- Across the measurement period, the lift in prescription volume attributable to the Rx EDGE campaign averaged 12.9%
- Most of the incremental scripts went to new patients
- The competitive impact was dramatic – the brand's share in the Rx EDGE test stores was 20.4% greater than in the control stores, ultimately shrinking the primary competitor's share in the same retail locations
- The average return on investment based on patient value over the duration of treatment was an impressive $13.46:$1.00
- After only 18 weeks post program launch, the brand expanded the market and captured over a 25% share