

# Case Study: Anaphylaxis



## Anaphylaxis brand reaches its core target audience with Rx EDGE

Allergy section provides a relevant communication platform



### SUMMARY

Rx EDGE information dispensers enabled an anaphylaxis brand to communicate with potential patients in pharmacy aisles. Messages delivered in the Allergy section effectively reached and educated their target market. Significant increases in both prescription volume and return on investment were achieved.



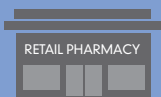
### OBJECTIVES

The brand's overall goal in the program was to reach adults and parents and properly convey the dangers that may be faced if a potential life-threatening allergy goes untreated. An information booklet emphasized the dangers of anaphylaxis, citing how a reaction from an allergen can happen within mere minutes and that millions are affected by the condition. With a headline that asked readers if they or their child could potentially be one of the millions at risk, a sense of urgency was created and potential patients were more inclined to read on and to seek advice from a healthcare provider if needed. Savings offers were also delivered and prominently promoted.



### BACKGROUND

From peanuts to shellfish to even bee stings or latex, allergens that can induce anaphylaxis affect millions of Americans. According to Food Allergy Research & Education (FARE), an estimated 15 million Americans have a food allergy including 1 in 13 children (roughly two per classroom). Anaphylaxis can cause difficulty in breathing, swelling of skin, reduced blood pressure, vomiting, diarrhea, cramping or even death in individuals. For every three minutes that pass, someone is sent to the emergency department, amounting to more than 200,000 emergency visits per year.\* Given the potential severity involved, it is imperative that sufferers have the tools they need to combat anaphylaxis should it ever occur.



### PREMIUM LOCATION

The information dispenser was installed in the Allergy section in front of the OTC medication Benadryl®, a top-selling cold/allergy/sinus brand.



The retail channel is particularly well-suited for quantitative measurement. A matched panel methodology with test and control stores was used. Data was supplied directly from the retailer, allowing an independent research company to analyze the program's impact in a statistically reliable way. The average incremental lift in prescription volume in test vs. control stores was 7.8% and the return on investment was \$12.33 on average for every dollar invested.

**The pharmacy and Rx EDGE are constant in consumers lives. No other media has their attention the way we do in the moments that matter most.**

\* Facts and Statistics. Food Allergy Research & Education (FARE). 2014



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