

Targeted location and seasonal timing help a Flu brand reach its intended audience

Important educational resources are delivered at the right time and place



By using the Rx EDGE **Solutions at the Shelf™** program, a Flu brand was able to reach potential patients during the crucial Spring-Fall influenza outbreak period. The brand capitalized on the busy Cold/Allergy/Sinus aisle.



The brand took full advantage of Rx EDGE exposure potential by implementing a multi-cycle campaign coinciding with the influenza season. Communication efforts were focused on informing potential patients about the difference between the flu and a cold. The goal was to ensure that sufferers of the flu would not treat their virus like a cold by solely treating the symptoms, but rather at its source.



According to the National Institutes of Health, anywhere from 5% to 20% percent of the American population gets the flu each year. Sufferers of the flu often respond by only treating their symptoms, much like a common cold, and not the flu itself. Understanding this inherent behavior, the Flu brand focused on establishing the difference between the flu and a cold. With a headline that asked, "why treat it like a cold," the brand encouraged sufferers to treat their ailment with the right medication.

The inserts in the **Solutions at the Shelf™** information dispensers delivered a wealth of information for prospective patients: a list of flu symptoms and indicators, product usage, and prescription savings offers.



The information dispensers were installed in the Cold/Allergy/ Sinus aisle which is one of the most heavily-shopped in the OTC category, with 57.4% of U.S. households buying each year. By placing information in this section, the brand increased the likelihood that their messages would be seen by their target audience when and where they were most likely to be experiencing symptoms and open to options.



Through the use of matched-panel analysis conducted by a third-party research firm, results of the multi-cycle initiative were measured. Throughout the monitoring periods in test vs. control panels, the lift in prescription volume averaged 18%. Return on investment based on single scripts was \$6.54.

Placing actionable information in the pharmacy at the Mindset Moment™, when consumers are thinking about healthcare and seeking remedies, helps prospective patients understand their symptoms and move more knowledgeably to treatment



For more information, contact
Kathleen Bonetti at 847.879.6036
or kathleen.bonetti@rx-edge.com
rx-edge.com