

Case Study: GERD



GERD brand uses Rx EDGE programs for year-over-year success in a crowded marketplace



SUMMARY

By using the pharmacy as a communication platform, a GERD product distinguished itself in this competitive market with an average \$5.74 ROI over four years. Through direct association with OTC remedies, the brand was able to make a quick connection with consumers and achieve consistent increases in Rx volume.



OBJECTIVES

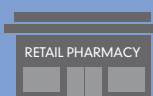
Maximize delivery of brand messaging to a highly targeted audience of heartburn sufferers who were searching for remedies



BACKGROUND

This GERD product faced a competitive landscape where many options were available to consumers:

- Pharmacy antacid aisles filled with non-prescription treatments
- Two Rx-to-OTC brands entered the gastrointestinal OTC drug market, accompanied by significant ad support
- There was strong competition from other branded Rx products in the category, as well as from generics



PREMIUM LOCATION

The pharmacy's Antacid section is one of the most heavily-shopped, with a high rate of purchase frequency and household penetration of close to 40%. When confronted with acid reflux/heartburn symptoms, consumers often turn first to OTC medications and may find themselves going back to the Antacid section again and again.

In a twelve-week cycle in the Antacids aisle, the Rx EDGE dispenser is seen by 122 million prospective patients and delivers nearly 369 million impressions



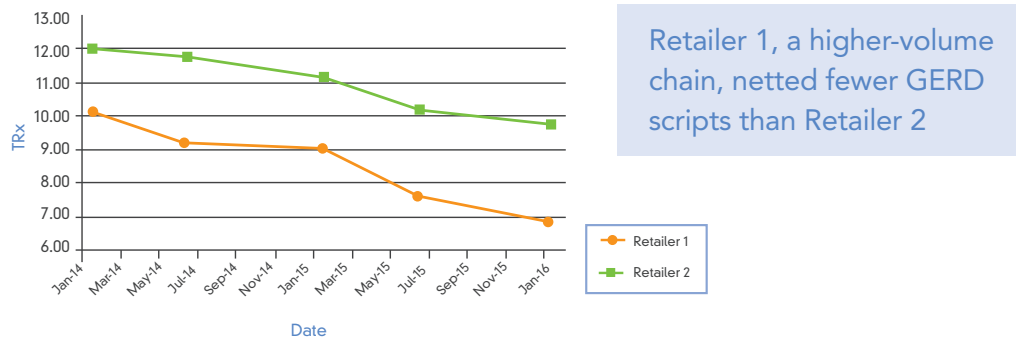
The Rx EDGE program generated incremental script volume in the short term and continued to deliver results for the duration of the campaign.

	Year 1	Year 2	Year 3	Year 4
Average volume lift*	2.2%	2.7%	2.4%	3.3%
Average ROI	\$5.62	\$5.37	\$5.61	\$5.61

Average ROI spanning four years:
\$5.74

*Test vs. control, matched panel research conducted by Retail Intelligence, Inc.

In a comparison of "Retailer 1" (where there was no Rx EDGE program) to a comparable chain, "Retailer 2" (where Rx EDGE programs occurred over a four-year period), the net effect of the Rx EDGE effort was clear.



Three key drivers contributed to the brand's success

Drivers of Long-Term Performance

- Programming over a sustained period of time**
The GERD brand maintained its presence at the pharmacy shelf for 35 of 48 months in-store
- Relevance of message to the target audience**
Through direct association with the specific store section (Antacids) the brand was able to make a quick connection with prospective patients when they were looking for solutions
- Integration with other consumer communication elements**
Incorporation of key messages from other media vehicles, along with the use of identifiable colors and brand icons, helped drive brand recognition

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.



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