

Case Study: Hispanic



Bilingual program helps diabetes brand reach a highly concentrated audience

Authentic messaging in the retail pharmacy connects with Hispanic consumers and achieves a measurable impact on prescription volume



SUMMARY

The retailer store list, far from a mundane tabulation of retailer names and addresses, is a critical ingredient in Rx EDGE efforts. The ability to target geographically proved particularly beneficial to a diabetes brand that specifically wanted to reach an Hispanic audience.



OBJECTIVES

- Increase awareness of diabetes and promote education
- Reach prospective patients in markets with a high density of Hispanic population
- Provide catalyst for productive discussion with the doctor
- Encourage visits to a Spanish-language microsite for additional support tools



BACKGROUND

The brand team for a major diabetes product recognized that type 2 diabetes is a growing disease state among Hispanics and that the population was largely under-served with regard to educational information about the condition. Understanding the value of reaching Hispanic consumers in the retail environment, they deployed the pharmacy channel to disseminate bilingual educational messages.

The program was executed over a period of several months in predominately Hispanic markets and highlighted by a information dispenser installed at the shelf near Analgesics. The dispensers featured Spanish on one side and English on the other, with the inserts in the corresponding languages. People and lifestyle settings appropriate for the Hispanic audience were used in the creative to reinforce authenticity.

Rx EDGE Pharmacy Networks also supplied translation services through an outside resource so the full range of content could be delivered accurately and effectively.



Rx EDGE programs are typically placed in the sections of the retail pharmacy that correspond most closely with the prescription alternative being promoted. The diabetic patient often suffers from other chronic conditions and makes frequent retail trips to find all the products and information they require. Consequently, there are multiple store locations that can be considered. The brand in this case selected the Analgesics aisle, taking advantage of the store traffic in this heavily-shopped location. Diabetic patients spend two to three times more in the drug store than those without the condition, further increasing the potential audience.



Matched-panel research included a control panel drawn from brand-volume matching criteria as well as Hispanic population density factors. The program delivered an average lift in prescription volume in test vs. control of 3.5%, with a strong ROI of over \$8.00. Communicating with the Hispanic consumer in their native language was another important success factor since it denotes that the information is worthy of belief and trust. When asked about advertising effectiveness, 38% of Hispanics surveyed found English language ads less effective than Spanish ads in terms of recall and 70% less effective than Spanish ads in terms of persuasion. 56% of Latino adults respond best to promotional messages when they are presented in Spanish.*

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.

*Nielsen IAG Study of bilingual Hispanic consumers 2009



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