

# Case Study: IBS-C/CIC



## Laxative and Fiber Supplement aisle proves to be perfect placement for Gastrointestinal brand

Dual messaging engages potential patients when they are ready to take action



### SUMMARY

One brand in the gastrointestinal category reached its intended audience in the Laxative and Fiber Supplement aisle of the retail pharmacy by appealing to dual audiences. This strategy led to excellent results. The dispenser for this program featured different creative on each side of the riser card/"shouter" device. One side focused on IBS-C (Irritable Bowel Syndrome with Constipation), while the other highlighted CIC (Chronic Idiopathic Constipation).



### OBJECTIVES

The goal of the program was to drive brand awareness, with messaging that relayed the feelings associated with the condition and the benefits of a prescription. A communication priority was to encourage potential patients to have discussions with their doctors. The take-one booklet featured a short questionnaire, the results of which could help people determine if they might have IBS-C or CIC, and which treatment option may be right for them. The creative imagery on the dispenser was perfectly integrated to match other marketing efforts delivered through TV, print, and digital media.



### BACKGROUND

Given the scope of the condition and the OTC behaviors associated with it, the laxative section was the ideal place to reach the target audience. Gastrointestinal disorders affect millions of Americans, many of whom use OTC remedies to contend with symptoms:<sup>1</sup>

- As many as 2 in 10 adults in the U.S. suffer from symptoms of IBS-C or CIC
- More than 63% of IBS-C sufferers are not satisfied with fiber or OTC laxatives
- More than 65% of CIC sufferers are not satisfied with fiber or OTC laxatives



### PREMIUM LOCATION

OTC remedies found in the retail pharmacy are often sought out by people who are experiencing symptoms related to IBS-C and CIC. When they are shopping this section, consumers are searching for relief from gastrointestinal issues such as constipation, belly pain, and infrequent or incomplete bowel movements.



For accurate and reliable results, a matched-panel technique was used to measure program impact. The program was a resounding success, producing an impressive lift in prescription volume as well as a strong double-digit return on investment.<sup>2</sup>

Patient Value ROI **\$28.86**

Script Lift **11.1%**

**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.**

<sup>1</sup> About your Gut" ©2017 Allergan and Ironwood Pharmaceuticals, Inc.

<sup>2</sup> Research conducted by Retail Intelligence Inc. using a matched-panel research technique with test and control stores



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