

# Case Study: Insomnia



## From new product launch to delivery of savings offers, insomnia products find success in the pharmacy channel

Programs delivered in the retail pharmacy reach a relevant audience, motivate potential patients to take action, and reinforce core brand messages



### SUMMARY

Several brands in the insomnia category achieved excellent results by deploying a variety of tactical approaches available through Rx EDGE. Communications were focused on educating patients and equipping them for conversations with their healthcare providers.



### OBJECTIVES

While each brand had a slightly different strategic approach, all of the programs concentrated on acquiring patients, creating awareness, and prompting consumers to consult with their doctor.

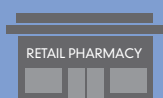


### BACKGROUND

**Brand A** deployed the Rx EDGE program as a key part of its introduction and began outreach efforts in the early-launch phase, connecting with consumers at both the pharmacy counter as well as at the shelf. Messaging stressed the product's efficacy vs. other treatments, particularly with respect to abuse or dependence.

**Brand B** also emphasized key benefits and included a free 7-day trial offer and a doctor discussion guide as well as a "sleep quiz" that allowed consumers to determine the severity of their sleep problems.

**Brand C** made a quick connection with prospective patients by aligning its communication design with a well-recognized brand icon seen in television, print, and other channels. This brand image was incorporated into the dispenser through the use of a die-cut, which enhanced its prominence at the shelf.



### PREMIUM LOCATION

Adults who first self-treat can be a prime audience for messages about prescription alternatives because they are thinking about their symptoms and recognizing a need. To reach a targeted audience based on purchase interest and behavior, the insomnia brands selected space in the Analgesics section near over-the-counter sleep aid products.



Targeting the right geographic location was also an important consideration. Market selection criteria included product distribution factors, brand/category development indices, and designated market areas for the respective brands.

### Analgesics Section: An Ideal Location to Reach a Large, Motivated Audience

The Internal Analgesics Tablets section is one of the most heavily-shopped in the OTC category, with 70% of U.S. households buying per year

In dollar sales, Analgesics rank #1 in unit sales among all OTC products are the #2 best-selling OTC category in drug store, mass and supermarket channels

Sales of over-the-counter sleeping aid tablets grew 9.6% in 2015

Source: SymphonyIRI Group, total of supermarkets, drug stores and discount stores excluding Walmart  
Analgesics: For the 52 weeks ended 5/15/16 Sleeping Aid Tablets: For the 52 weeks ended 5/15/16



Program impact was measured through an independent research company that analyzed weekly TRx and/or NRx script sales data using a matched-panel technique. Script data was supplied directly from the retailer for results that were reliably calculated and validated.

- Across the three brands, the average lift in prescription volume in test vs. control panels was 8.5%
- Return on investment was also strong, exceeding \$4.00 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.**



For more information, contact  
Kathleen Bonetti at 847.879.6036  
or [kathleen.bonetti@rx-edge.com](mailto:kathleen.bonetti@rx-edge.com)  
[rxedge.com](http://rxedge.com)