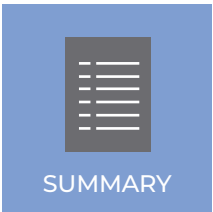


Case Study: Seasonal Brands



Seasonal brands get a volume boost by generating awareness during known outbreak periods



Many Rx medications treat conditions that tend to occur cyclically during the year. Brands in these types of therapeutic categories—specifically allergy, flu, cold sore, head lice, and asthma—reached a large audience and generated significant increases in prescription volume with Rx EDGE programs.



The programs helped the brands achieve a variety of consumer marketing objectives:

- Create awareness to support new-product launch
- Acquire a base of new patients
- Deliver information about differentiated benefits
- Promote trial through prescription savings offers



Marketers of seasonal brands understand the time of the year that symptoms are likely to arise, and use Rx EDGE to reach potential patients with important information when they need it most. Messages were delivered during the cycle that corresponded best with a particular seasonal outbreak period.

Rx EDGE Cycle	In-Store Timeframe
1	Early February – Mid March
2	Mid March – Mid April
3	Mid April – Early June
4	Early June – Mid July
5	Mid July – Late August
6	Late August – Early October
7	Early October – Early December
8	Early December – Late January

The Rx EDGE cycle calendar allows for in-store execution on a year-round basis as well as during key seasonal periods (allergy, flu, back-to-school, cold season)



Category	Communication Priorities
Allergy	A key communication goal involved calling attention to recurrent symptoms. A trial-focused savings offer was also delivered.
Flu	Educate potential patients about the differences between the flu and a cold
Cold Sore	The focus here was on distinguishing the product from OTC items by communicating its superiority in treating the problem
Head Lice	While head lice is not a "seasonal ailment" by definition, episodes are more likely to occur during transitional times such as back-to-school. Promoting their non-toxicity and fast results, head lice brands set themselves apart from the OTC specialty shampoos.
Asthma	To build awareness among potential new patients, a new-to-the-category asthma brand promoted its launch and availability

While each campaign was unique, in all cases potential patients were encouraged take action in their fight against the seasonal ailment



Depending on the type of seasonal health problem being addressed, different areas in the store were selected for program placement. Information dispensers for the sinus allergy and flu brands were installed in the Cold/Allergy/Sinus aisles, while the cold sore and head lice products found a home for their messages near their OTC specialty counterparts. Information about the asthma brand was available in a brochure holder at the pharmacy counter.



Across the seasonal brands, positive results were seen as measured by incremental prescription volume as well as return on investment:

Average ROI: **\$5.14**

Average script lift in test vs. control panels: **13.3%**

Results were measured by a third-party research firm through a matched-panel methodology.

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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