



## Small Brands Get Big Volume Lift with Rx EDGE®

### The Challenge

When it comes to promoting a smaller pharmaceutical brand, efficiency and effectiveness are paramount. Every vehicle and message counts. Smaller brands have an opportunity to communicate with and serve their patients in more flexible and creative ways, but these communication methods must deliver results. Some critical success factors include:

- Deploy vehicles that will deliver the **best results at the optimal levels of return**
- **Zero-in on the target audience** and convey specific product information
- **Communicate** treatment and disease-state education
- Create awareness and **build the foundation for the patient relationship**
- **Achieve trial** and acquire base of new patient starts

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### Targeted Execution Gets Results

Lower-volume brands are finding that the retail pharmacy environment is an ideal venue to achieve these myriad goals. The Rx EDGE shelf program can be strategically deployed to address a variety of marketing objectives and help these brands reach their full potential.

Category	Script Lift Results %* (average)
Hair Loss	4.1
Itchy Allergy Eyes	6.4
Dry Eye	6.7
Rosacea	11.8
Colonoscopy Prep	2.9
Motion Sickness	8.1
Diaper Rash	14.8
Constipation	11.8

\*Research conducted by Retail Intelligence, Inc. for Rx EDGE retail pharmacy programs 2007-2008. Average TRx or NRx sales increase during post-installation period in supermarket, mass and/or drug outlets.

A critical benefit of the Rx EDGE program compared with mass-media vehicles is that it gives marketers the ability to target a key

audience by store location. Many of these programs were located in aisles with OTC products that addressed similar health concerns. For example, the eye-drop section proved to be an excellent location for placement of shelf displays dispensing information about prescription treatments for dry and itchy eyes associated with allergies. And where better to alert Moms about a product for the treatment of diaper rash with yeast infection than in the aisle with OTC ointments? Similarly, a shelf dispenser for a hair-loss product was installed near specialty shampoos, ensuring that the message would be seen by the most receptive audience. The research also demonstrated that Dramamine purchasers were a highly credible prospective audience for information about a prescription product that helps prevent motion sickness.

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### Proven Performance

Marketing programs delivered in retail pharmacies add value to lower-volume brands in the ways that matter most:

- ▶ **Reach** – Significant scale can be achieved in the high-traffic pharmacy environment, reaching consumers who may be unfamiliar with a brand.
- ▶ **Relevance** – Placing detailed product information near corresponding OTC products assures that messages will be seen by a receptive audience.
- ▶ **Results** – Through the use of matched-panel research methods, results from in-store DTC marketing can be reliably measured.

Many small brands address a distinct need that is not fulfilled with other products; therefore, education is a critical component of consumer efforts. Placing actionable information in the pharmacy—at the “moment of connection”—can help consumers better understand their symptoms, move more knowledgeably through the treatment-decision continuum, and ultimately improve patient outcomes. For big brands or small, Rx EDGE can help marketers meaningfully connect with the right consumers.

For more information about Rx EDGE solutions, please contact Kathleen Bonetti at 847.879.6036 or [kathleen.bonetti@rx-edge.com](mailto:kathleen.bonetti@rx-edge.com)