

## In-Store DTC Marketing Generates Media Attention

The benefits of using in-store promotional campaigns to build awareness of pharmaceutical brands have caught the attention of publications such as *Med Ad News* and *Pharmaceutical Executive*. In recent months, each has devoted coverage to show how brand teams are employing in-store campaigns to extend the reach of their broadcast and print advertising campaigns.

“This has become a good story for the media because brand managers who employ in-store promotions are seeing a better return on investment compared to television advertising and other vehicles,” said Gary Norman, executive vice president and general manager for Rx EDGE.

In its February issue, *Med Ad News* published a feature article “Better Mix for the Money” and reported “pharmaceutical marketers are seeking out additional methods of promoting brands and disease states with an emphasis on education.” The publication noted that in-store information dispensers developed by Rx EDGE are proving to be an effective method of reaching consumers. “Placed in store aisles to target consumers in pharmacies, in-store shelf promotions encourage consumers to talk with pharmacists about a drug’s benefits and

side effects even before visiting a physician.”

*Med Ad News* spoke with Allergan’s Randy Adams about a recent Rx EDGE campaign he implemented to support Restasis, a prescription medication for treating severe dry eye. He said: “The first benefit is we’re able to capture motivated consumers right at the time that they are actively thinking about their disease. For example, when they’re in the store purchasing an artificial tear or an eye drop, they’re thinking about their condition, and we can use this vehicle to help continue to build awareness of Restasis.” *Pharmaceutical Executive* in its May issue published a piece bylined by Gary Norman, titled “Hit ‘Em Where It Helps.” The article reported that although in-store marketing represents less than 1 percent of total DTC marketing expenditures, the trend is changing. “Savvy pharma marketers have begun to realize that the medium’s informative

content helps maximize return on DTC investments,” wrote Norman. “In fact, independent research shows that in-store promotions yield an

average prescription lift of nearly 10 percent across a wide range of therapeutic categories.”

Rx EDGE also has been featured in recent articles appearing in *Advertising Age* and *PharmaLive*. □

## Educated Patients Seek Medical Advice

It sounds silly to ask, but how can you treat a disease if you don’t know you have it? Many of us have unknown chronic conditions and could benefit from proper diagnosis and maybe a prescription instead of continual, ineffective self treatment with over-the-counter products. But what does it take to persuade consumers that a persistent, seemingly minor condition might be something that can be treated more successfully?

Building disease awareness can help increase recognition of pharmaceutical brands by encouraging consumers to learn about certain conditions and determine the best treatment options with their physicians. Branding experts say some pharmaceutical products have benefited greatly by identifying a customer need and positioning themselves to meet it.

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Reaching consumers in the pharmacy with disease-specific information is proving to be a reliable educational tactic. The key is for marketers to provide material that enables consumers to identify themselves as patients and determine if a certain medication could be right for them. For example, when shopping in the aisle containing moisturizing lotions, a pharmacy customer with itchy red skin might be motivated to learn about psoriasis, especially if the constant use of lotions and other OTC dry skin remedies hasn't provided relief. Though treatments are available, it is common to think the disease is just a dry-skin problem and self treat with lotions or OTC hydrocortisone products.

In a recent Rx EDGE campaign to help raise disease awareness, the brand team for one psoriasis medication pursued a strategy to inform and educate targeted consumers about the condition. Rx EDGE and the brand team decided that information about psoriasis should be located in aisles where OTC hydrocortisone-based products are sold. It was believed individuals with moderate to severe forms of psoriasis would be receptive to learning more about the disease and possible treatments they could discuss with their doctors.

Pamphlets in the Rx EDGE display stressed that treatment has helped thousands with moderate to severe psoriasis get relief.



Consumers also were encouraged to log in to a website to receive a free information kit with product information and tips on how to communicate more effectively with a dermatologist about psoriasis and potential treatments.

Another disease awareness campaign by Rx EDGE involved the eye care market. Eye drops are one of the most commonly used over-the-counter medications and, for most users, they provide effective relief for dry, red eyes and other problems. Yet some regular eye-drop users might not know they have a chronic, somewhat obscure condition known as severe dry-eye syndrome, caused by the body's inability to produce tears.

The marketing team for a recently introduced Rx product faced the challenge of educating consumers with severe dry eye to stop self treating with OTC eye drops to relieve their symptoms. They had to be convinced that persistent red-eye isn't normal and an insufficient supply of tears hampers the eye's ability to lubricate and nourish itself.

Television and print advertising campaigns were created to inform the public about severe dry eye and introduce the new Rx product. The marketing team had the advantage of being able to stress educational messages since they were selling the only FDA-

approved treatment for severe dry eye.

Rx EDGE developed an in-store promotional program to capitalize on the media campaign and help draw consumer attention in the drug store. An information dispenser, located in the eye-care products aisle, had pull-out educational information about the disease and messages advising consumers to talk with their pharmacist or doctor about the new treatment. The brand's



television ads piqued the interest of consumers to learn more about the disease and Rx EDGE offered the opportunity to get detailed information in the pharmacy.

As these examples prove, disease awareness campaigns to support pharma brands succeed when patients, armed with detailed information, become more self-confident about their discussing their condition with their physicians. Motivating consumers to seek medical advice is the first step toward successful treatment. □

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