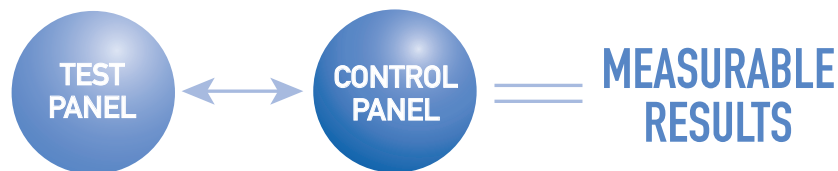


In-Store Metrics Measure Up!

In-store marketing provides both manufacturers and retailers with a unique opportunity to reach a large and responsive audience. Those in the consumer packaged goods industry have long counted upon in-store promotion as an important communications device. Since the introduction of Rx EDGE in 2000, pharmaceutical manufacturers, too, have come to learn the benefits of promoting their products in the retail environment. It is one of the few DTC vehicles for which results can be reliably measured.



Bill Liebman is President of Retail Intelligence, Inc., an independent research firm that analyzes store-level data to determine the effectiveness of in-store programs for Rx EDGE and other companies. Bill has more than 30 years of experience in the marketing research industry, almost all of it focused on the retail channel. Prior to launching Retail Intelligence, he was with Audits & Surveys (now GfK), serving as Sr. VP/Associate Director. We talked with Bill about the matched panel methodology that he uses:

How does the matched panel technique work?

Bill: We use actual script data supplied to us directly from the retailers. Matched Test and Control Panels, representative of the retailers' store base, are then created. Within those panels, matched pairs are developed based on key components such as sales volume, geography, and demographics. We then refine the panels based on volume during the Base Period, typically twelve weeks. Usage of this Base Period is important, since it insures that scripting volume was comparable in Test and Control stores prior to the launch of the in-store promotion. Next, analysis of a Test & Post Period is conducted where relative changes in sales are compared for the Test vs. Control Panels. As a result, this analysis measures precisely the program's effect on sales.

What is the major benefit of using matched panel research?

Bill: A significant strength of this design is the fact that we have isolated the variable (in-store with Rx EDGE) to the Test Panel, only. Comparing rate-of-change in the Test Panel to the Control Panel provides an industry-accepted measure of the in-store effort.

How can a brand evaluate its return on investment (ROI) using these results?

Bill: The sales lift data for each program can be converted into manufacturer's incremental revenue for a quick and accurate ROI analysis.

Is there any way to measure the impact on compliance?

Bill: If we look at TRx as well as NRx script data, it is possible to calculate "refills" (TRx minus NRx). Since refills are representative of compliance, a "new" vs. "compliance" measure of the program is provided by the research design. This provides directional information on the affect on total longer-term value related to compliance.

Designing a successful in-store marketing program---some tips

As with other marketing communications vehicles, creative design plays a significant role in the success of an in-store program. Here are some things to keep in mind when designing both the outside of the shelf or counter dispenser as well as the inserts.



Consider the section of the store where your product promotion will be displayed

Where will your Rx EDGE program be located? With antacids? Cold/cough? Sleep aids? Take a look at that section of the retail pharmacy. Consider the dominant colors, and explore graphics and colors that will help your Rx EDGE dispenser stand out.

You are reaching a motivated and interested audience with Rx EDGE---reflect this in your copy

Rx EDGE reaches consumers in the pharmacy, when and where they are most receptive to health care messages. Our programs are placed next to or near the OTC products which address similar health concerns. This represents a great opportunity to tailor educational messages to the needs of your target.



Boost eye-appeal

Adding a die cut to the riser card/"shouter" can increase visual interest and attract consumer attention.

Remember—the Rx EDGE Design Center offers art and design services to support your program. To learn more, contact Julie Hogrefe, Design Director: Julie.hogrefe@rx-edge.com or 847/879-6002.

For more information, visit us at rx-edge.com or call 866.697.9334

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