

Case Study: Antiplatelet

Antiplatelet brand unleashes the power of the high-traffic aspirin aisle



SUMMARY

When the brand team for an antiplatelet medicine wanted to raise consumer awareness about the brand and its usage profile, they used Rx EDGE programs as part of an integrated educational marketing campaign. A critical benefit of the Rx EDGE program is that it gives pharmaceutical marketers the ability to target a key audience by store location – in this case, the low-dose aspirin section.



OBJECTIVES

Throughout the program, all communications were singularly focused on delivering a direct message to those who had had a heart attack or had been hospitalized with heart-related chest pain.



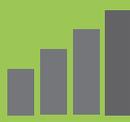
BACKGROUND

The brand took full advantage of its unique exposure opportunity, implementing a multi-year, multi-cycle effort and making education a key component of its communication strategy.



PREMIUM LOCATION

Information dispensers were placed in the Analgesics aisle near low-dose aspirin. WebMD points out in its Heart Disease Health Center, "Aspirin can help prevent a heart attack or a stroke in people who have never had a heart attack or stroke. Aspirin has been proved to prevent a first and second heart attack in people who have coronary artery disease."



RESULTS

Average Lift in Script Volume

7.8%

Average ROI

\$11.22



Full case study available at rxedge.com

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