

Case Study: Hispanic Program

Bilingual effort helps a diabetes brand reach a highly concentrated audience



SUMMARY

Ethnic-focused strategies have intensified in importance in the pharmaceutical marketing landscape. Insight EDGE geographic targeting tools were put to good use to help a major diabetes brand reach its intended audience of Hispanic consumers.



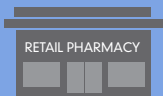
OBJECTIVES

- Increase awareness of diabetes and promote education
- Reach prospective patients in markets with a high-density population of Hispanic consumers
- Provide catalyst for productive discussion with the doctor
- Encourage visits to a Spanish-language microsite for additional support tools



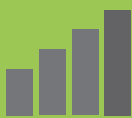
BACKGROUND

The brand team recognized that Type 2 diabetes is a growing disease state among Hispanics and that the population was largely underserved with regard to educational information about the condition. Understanding the value of reaching Hispanic consumers in the retail environment, they deployed the pharmacy channel to disseminate bilingual educational messages.



PREMIUM LOCATION

The brand's bilingual information dispenser was placed in the Analgesics aisle, taking advantage of the store traffic in this heavily-shopped location.



RESULTS

Average Lift in Script Volume

3.5%

Average ROI

\$8.71



Full case study available at rxedge.com

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