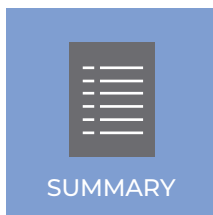
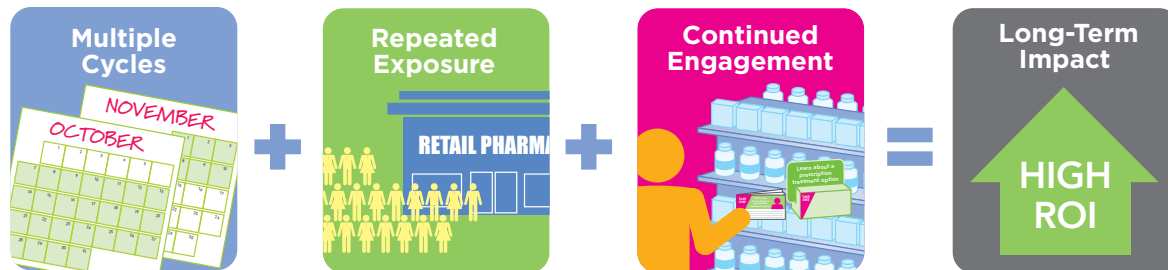


Case Study: Long Duration Programs



Long-Duration Programs

Building a brand: Exposure over multiple cycles drives long-term impact



It takes time to build any brand, but pharmaceutical marketers face unique challenges. The path from initial awareness to filling a script to adhering to a treatment plan is an intricate one. Consumers must first become aware of a potential health condition, then gather information about it, determine what their symptoms might mean, learn about prescription alternatives, see a healthcare provider regarding therapy options, get a prescription, fill it, begin treatment, and adhere to the treatment regimen. This is definitely not a nice linear progression. Instead, it can be a winding process that requires continuous cultivation of awareness and adherence. For this reason, a single-distribution approach in the DTC plan is often not as effective as a longer-term strategy. Many pharma brands have experienced excellent results by using programs over the course of multiple cycles as part of a continuing re-engagement strategy.



The key focus of longer-duration programs is to effectively communicate messages to prospective patients through repeated exposures. The chart below illustrates the specific communication objectives of the categories highlighted in this case study: Type 2 Diabetes, Dry Eye, Anaphylaxis, IBS-C/CIC (Irritable Bowel Syndrome with chronic constipation/chronic idiopathic constipation), and Flu.

Category	Objective
Type 2 Diabetes	Emphasize unique product benefits and features
Dry Eye	Encourage prospective patients to understand their symptoms and have a productive dialogue with their doctor



OBJECTIVES

Category	Objective
Anaphylaxis	Reach adults and parents and properly convey preventable allergic reaction options
IBS-C/CIC	Drive awareness of the condition and educate sufferers about treatment options
Flu	Inform potential patients about the critical differences between the flu and a cold



BACKGROUND

While each of the “long-duration” programs differed somewhat in overall strategy, they shared certain fundamental success factors:

1. Single vs. multiple creative executions

When it comes to decisions regarding creative for longer-duration programs, there is no “right” or “wrong” way. Many brands changed creative executions one to two times a year. Others maintained a uniform tone and look over time, periodically updating the dispenser and booklet as needed. The consistent focus was on building relatable messages and brand associations.

2. Seasonality and other factors in program timing

Some brands executed their programs during a specific time of year (back-to-school or flu season for example) and repeated the strategy in the same timeframe in subsequent years. Other brands scheduled programs to align with the timing of the marketing efforts.

3. Integration with other media

When integrated with other media channel strategies like television or print, programs can extend the reach and value of brand campaigns. Over a period of time, this type of integration strategy adds an exponential effect to the program's ultimate results.

4. Program duration

Typically, the longer-duration efforts spanned at least two program cycles within a year over the course of three or more years. Maintaining a long-term presence in the pharmacy aisles allows consumers to gain a connection with the brand's messaging and ensures maximum exposure.



Category	Program Duration
Type 2 Diabetes	5 years
Dry Eye	Phase One: 4 years Phase Two: 5 years
Anaphylaxis	3 years
IBS-C/CIC	5 years
Flu	4 years



Decisions regarding placement of the Solutions at the Shelf™ information dispenser were made based on such factors as shopper traffic, patient demographics, and proximity to products that treat secondary symptoms or comorbid conditions.

Category	Store Section Placement	Placement Rationale
Type 2 Diabetes	Analgesics	Heavily-shopped section of the store, often near ancillary products related to the condition
Dry Eye	Eye Drops	Enabled brands to reach an appropriate audience of consumers who were actively seeking solutions or eye-related symptoms and conditions
Anaphylaxis	Allergy	Near the top-selling cold/allergy/sinus OTC brand, to target consumers who suffer from allergies
IBS-C/CIC	Laxatives	OTC laxative products are often the consumer's first line of treatment for symptoms
Flu	Cold/Cough	Target audience sees the dispenser when they are most likely to need the information



The programs that occurred over a longer duration generated excellent results. The non-seasonal chronic condition brands as well as the seasonal brands experienced increased volume over time and produced a strong return on investment.

Category	Patient Value ROI
Type 2 Diabetes	\$34.39
Dry Eye	\$14.53
Anaphylaxis	\$11.82
IBS-C/CIC	\$5.50
Flu	\$7.97

ROI represents an average over the program duration

The pharmacy and Rx EDGE are constant in consumers lives. No other media has their attention the way we do in the moments that matter most.



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