

Case Study: Long-Duration Programs

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



SUMMARY

Many pharma brands have achieved excellent results by using Rx EDGE programs over the course of multiple cycles as part of a long term re-engagement strategy. Categories highlighted in this case study include Type 2 Diabetes, Dry Eye, Anaphylaxis, IBS-C/CIC (IBS with chronic constipation/chronic idiopathic constipation), and Flu.



OBJECTIVES

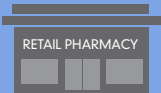
Specific objectives varied among the brands, but all of the programs were focused on driving awareness about the condition and educating people about treatment options. The key focus of the longer-duration strategies was to use repeated exposures to more effectively communicate messages to prospective patients.



BACKGROUND

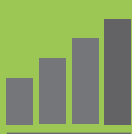
While each differed somewhat in overall strategy, the programs shared certain success factors:

1. Maintaining a consistent tone and look over time, with periodic updates to the creative
2. Taking seasonality and other factors into consideration in program timing
3. Integrating with other media to extend the reach and value of the brand campaign
4. Promoting in at least two program cycles within a year over the course of three or more years



PREMIUM LOCATION

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



RESULTS

Category

Patient Value ROI

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



Full case study available at rxedge.com

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