

Case Study: Women's Health

Women's Health products reach their target demographic in the Family Planning and Vitamin sections of the pharmacy



SUMMARY

Two Women's Health brands, both for the treatment of menopausal symptoms, placed Rx EDGE dispensers in the aisles of retail pharmacies. The brands saw excellent results, with an average lift of 16% in prescription volume.



OBJECTIVES

Marketers for both brands had a similar goal: to generate awareness among women and increase their knowledge about the respective conditions.



BACKGROUND

Women account for 85% of all consumer purchases—including healthcare. They also do the majority of shopping for OTC products. The pharmacy aisles are an ideal place to reach them.



PREMIUM LOCATION

One brand treated hot flashes in menopause, and found a receptive audience near Estroven OTC menopause-relief products in the Vitamin section. The other brand was indicated for vaginal symptoms associated with menopause. Its Rx EDGE information dispenser was placed near personal lubricants, a common OTC counterpart product.



RESULTS

	Script Lift
Brand A (Hot Flashes in Menopause)	13.5%
Brand B (Vaginal Symptoms in Menopause)	18.5%

AVERAGE
16%



Full case study available at rxedge.com

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