

## Delivering brand growth through a targeted program to educate consumers and build brand loyalty

### EXECUTIVE SUMMARY

A global Consumer Packaged Goods company recognized a unique opportunity to reach consumers interested in leading healthier lives. They wanted to expand beyond the traditional CPG broad marketing strategies to differentiate their brand and gain credibility for their health claims in a marketplace quickly becoming very crowded. Their primary objectives were to educate their audience, drive trial, create repeat users, and increase sales.

### DOCUMENTED RESULTS

Brand participated in *Healthy Advice's* Primary Care Waiting Room patient-education program and achieved these results:

- **100% of category users who visited physicians with *Healthy Advice* in their office switched to brand<sup>1</sup>**
- Purchase Intent increased by 13.2%<sup>2</sup>
- Return on revenue (ROR) was 8.6 to 1
- 83% of physicians said they were more informed about the brand's benefits and 100% of physicians who handed out samples also handed out Fact Sheets<sup>3</sup>

### ■ Critical Challenges

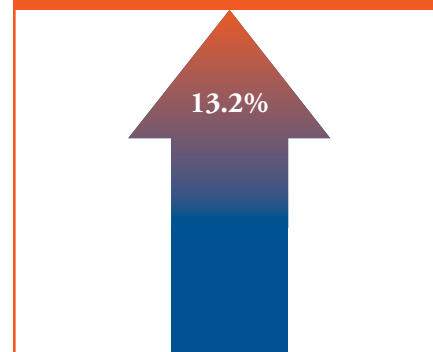
- Differentiate the brand in a cluttered marketplace
- Establish why brand should be part of a daily healthy diet
- Create a "have-to-have" mindset for consumers to overcome competitors, generics, and store brands while driving increased market share
- Increase physicians' understanding of brand's benefits for both an overall healthier lifestyle as well as for specific conditions

### ■ *Healthy Advice* Solutions

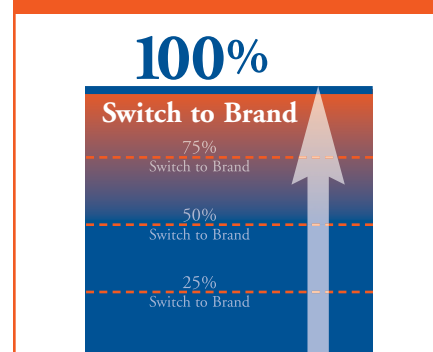
- *Healthy Advice's* Primary Care Network provided broad reach, an implied physician endorsement and a highly targeted approach by delivering brand's message in the waiting rooms of 15,975 physicians and impacting 118.39 million consumer visits.
- Leveraged customized messaging down to the office level to drive call-to-actions. Integrated digital screen reminder messages to pick up coupons in the office along with product purchase locations
- Implemented in-person sampling program to drive trial and Consumer Web Survey to give brand team valuable consumer feedback on criteria such as brand and ad recall, distribution, patient engagement, product impression, product knowledge, and purchase intent
- Educated physicians on the value of the brand's healthy benefits for their patients and implemented a physician survey to measure success

Sponsorship in *Healthy Advice's* Waiting Room Network delivered these superior results:

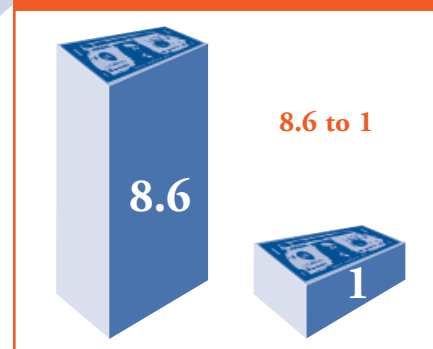
#### PURCHASE INTENT INCREASED DRAMATICALLY



#### UNPARALLELED RATE OF BRAND CONVERSION



#### SUBSTANTIAL RETURN ON REVENUE (ROR)



<sup>1</sup>Wolters Kluwer Health/Nielsen Health, *Healthscape™ Analysis*, 2008

<sup>2</sup>Source: Nationwide 2008 Web Survey of patients who visited primary care physician waiting rooms installed with the *Healthy Advice* Primary Care Network

<sup>3</sup>Source: Nationwide 2008 Survey of primary care physicians who had waiting rooms installed with the *Healthy Advice* Primary Care Network

Delivering results and building relationships  
through consumer education at the point-of-care

healthyadvice®