

# Major pharmaceutical brand raises awareness and influences behavior with PRN's Health & Wellness Network

## Marketing / Business Objective

A major pharmaceutical brand sought to raise awareness of Chronic Dry Eye (CDE) symptoms and encourage pharmacy shoppers to discuss the condition and possible eye care solutions with a healthcare provider.

## Platform

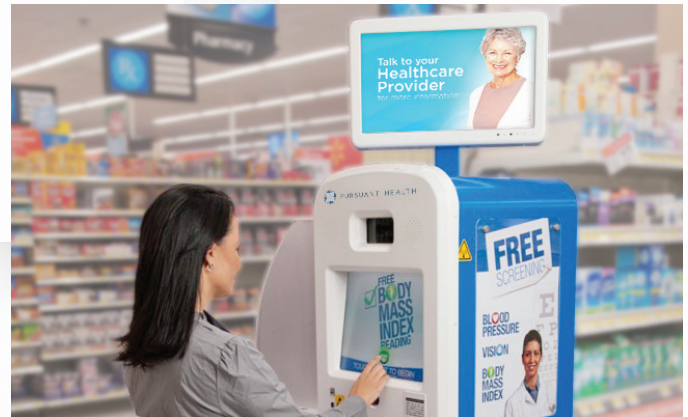
PRN's Health & Wellness Network includes thousands of health stations in major retail pharmacies nationwide. The network empowers brands to reach millions of pharmacy shoppers via targeted messaging opportunities at the point of purchase. Each health station offers inventory on two distinct screens: an "attract" screen is visible throughout the pharmacy area; a touch-enabled "interactive" screen is visible to a pharmacy shopper sitting at the station.

## Creative Strategy

As part of a larger launch campaign into a competitive market, the client selected the network to deliver a targeted, unbranded message to an audience of pharmacy shoppers with CDE symptoms. The messaging highlighted the CDE condition and associated symptoms, and included a strong call-to-action to talk to a healthcare professional about CDE. The in-store campaign ran from September 1 to December 31, 2016 in all Walmart and Safeway pharmacies installed with the network.

## Research Approach

A total of ~600 online interviews were collected from late November to mid-December, 2016 by a third-party research partner, SoapBox Sample. There were

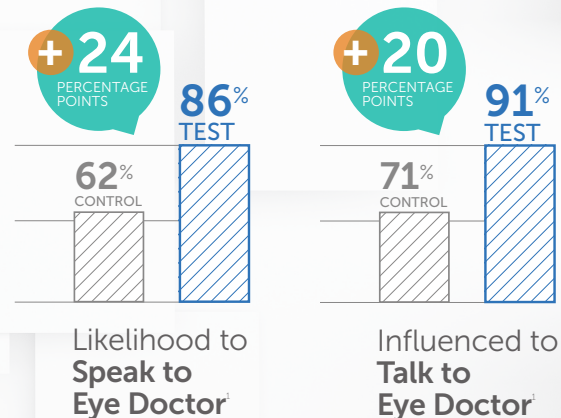


200 pharmacy shoppers in the Test cell and 200 in the Control cell. On average, it took 12 minutes for pharmacy shoppers to complete the online survey.

## Results

The network delivered double-digit increases in likelihood to ask a healthcare professional about CDE. In fact, approximately half of Test pharmacy shoppers did speak with a healthcare provider about CDE during the campaign. A large majority said they were influenced to talk to an eye doctor about CDE solutions.

- 24 point increase in likelihood to talk to an eye doctor about CDE (86% of the Test shoppers vs. 62% of the Control)<sup>1</sup>
- 54% spoke to pharmacist about CDE during campaign<sup>1</sup>
- 47% spoke to eye doctor about CDE during campaign<sup>1</sup>
- 91% said campaign influenced them to talk to eye doctor about CDE solutions<sup>1</sup>



<sup>1</sup>2016 Eye Care Campaign Effectiveness Study, SoapBox Sample