

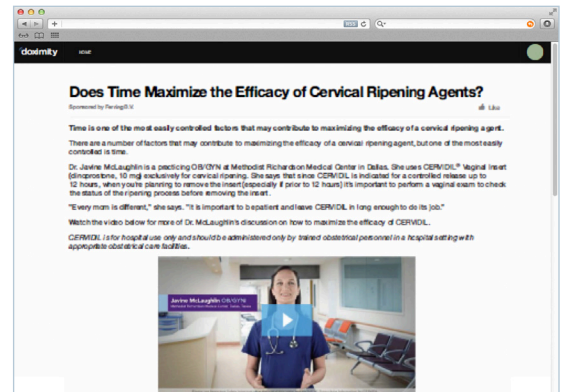
Growing an Underpromoted Brand by Uncovering Some Simple Truths

Correcting perceptions and doubling benchmarks

CHALLENGE

One year after purchasing the rights to an underpromoted pharmacological product, our client noticed that the efficacy of its product—designed to jumpstart the labor process—was lagging in the minds of HCPs, specifically OBGYNs. A simple, yet crucial discovery related to proper administration of the product allowed us to correct the erroneous perception that it was ineffective.

To address this, we launched a long-form educational content effort that complemented sales force efforts and maximized reach of the administration training programs.



STRATEGY

Our campaign's two primary objectives were:

- To showcase the product's efficacy messaging to HCPs in trusted platforms, including long-form educational content, that were beyond the sales force team's reach.
- To increase frequency of use by vigorously supporting sales force efforts to focus on the product's "how to" through print, display, emails, and e-newsletter sponsorships.

Our well-rounded approach was designed to instill an accurate depiction of the brand's ability to jumpstart the labor process and resulted in the "delivery" of a successful campaign.

RESULTS

Long-form content drove a 36% average engagement rate – doubling the existing benchmark – and "ease of administration" emerged as the brand's top attribute by the conclusion of the campaign.

In addition, our media plan:

- Reached more than 10K targeted OBGYNs
- Helped spike positive outcomes, which led to a retrospective clinical study showcasing the correlation between proper administration and being able to realize the full efficacy of our client's product