



A Case Study: Replacing an established product with its successor product...

THE CHALLENGE...

To rapidly replace an established product with a successor product, by creating pre-launch high awareness and trial use by key targets at launch...leading to a change in prescribing habits from the established to the successor product.

THE CAMPAIGN STRATEGIES...

- Cease promotion of established brand.
- Develop and implement a fully integrated promotional campaign that includes an appropriate array of online and offline media in support of the successor product and its value as part of the therapeutic category.
- Practice complete and ongoing collaboration among offline and online media planning agencies, as well as their creative development agency-partners.
- Target current High Writers/Loyalists of the establish brand based on prescription and behavioral activities...at the physician level...employing CMI's proprietary list matching tool, *ByDoctor*®.
- Dominate category Share-of-Voice (SOV) to target audience physicians. → → →

(Campaign Strategies – cont'd)

- Employ high frequency of contact and publication domination.
- Exploit value-added online opportunities.
- Educate as needed to reinforce the brand's significance and importance, beginning six months prior to the successor brand's launch.

THE CAMPAIGN RESULTS...

- Pre-launch awareness reached 80%.
- Direct mail response rate reached 10%.
- Single-sponsored publications produced 60% high-reader rates.
- Online portion of the campaign delivered more than 9 million impressions, 9,000 clicks, and more than 1,600 registrations on the client's web site.

THE PRACTICAL IMPLICATIONS OF THIS CASE STUDY...

This kind of success can be yours!

Contact your servicing CMI Representative...or Ken Jones at 484-322-0880 (cmimedia.com)