

Enhance Brand Awareness, Increase Sales and Build Patient Brand Loyalty

COMPANY	■ A top-ten pharmaceutical manufacturer with a one-billion dollar neurological product for the treatment of migraine headaches
AUDIENCE	■ Top five deciles of neurologists, primary care physicians and migraine suffering patients
CHALLENGE	■ The neurological drug market is highly competitive. The manufacturer's brand, developed for the treatment of migraine headaches, was losing sales due to a season of low sales force productivity and lack of patients refilling their prescriptions.
GOALS	■ <ul style="list-style-type: none">• Enhance brand awareness and increase sales• Recruit and enroll patients into a Brand Adherence Program
STRATEGY	■ Develop a multi-channel, integrated marketing campaign that addresses both physicians' and patients' needs, and optimizes content marketing by creating educational touch points to the target audience
TACTICS	■ <ul style="list-style-type: none">• Use a multi-channel, direct mail/email campaign directed to neurologists and primary care physicians that incorporates a mix of promotional and educational messages to encourage them to prescribe the brand to patients• Launch a Patient Brand Adherence Program that incorporates a mix of customized targeted direct mail/email campaigns, including "time to refill prescription" reminders, next physician appointments, and monthly 'Living with Migraines' e-Newsletter
RESULTS	■ <ul style="list-style-type: none">• Increased New Patient Starts (NPS) by 28.5%• 78% of patients opted-in to the 'Living with Migraines' support program