

## Build Brand Awareness, Increase Sales in Vacant Territories

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| <b>COMPANY</b>   | ■ A top-ten pharmaceutical manufacturer with products in the cardiovascular market  |
| <b>AUDIENCE</b>  | ■ Cardiologists located in vacant sales territories throughout the U.S.   |
| <b>CHALLENGE</b> | ■ The cardiovascular drug market is highly competitive. The manufacturer's brand, developed for the treatment of heart failure following a heart attack, was losing sales due to a limited sales team and promotion budget.                   |
| <b>GOALS</b>     | ■ Build awareness and increase sales in vacant territories  |
| <b>STRATEGY</b>  | ■ Create a multi-touch integrated marketing campaign, designed to lead cardiologists through the decision process to prescribe the brand to patients  |
| <b>TACTICS</b>   | ■ The multi-wave, direct mail/e-mail campaign incorporated a mix of promotional and educational messages and e-sampling offers. The messaging and frequency were optimized based on market research evaluation and segmentation profiles.     |
| <b>RESULTS</b>   | ■ <ul style="list-style-type: none"><li>• Increased 100 New Patient Starts (NPS) per month at \$100 per Rx in the market for the targeted group</li><li>• 45% of all prescribers submitted requests for the product samples offered</li></ul> |