

As pharmaceutical executives seek better returns on their advertising investments, they needn't look further than the corner drug store for a highly productive promotional venue that gives consumers the information they need to consult with pharmacists and physicians about specific medications.

With Rx EDGE, pharmaceutical marketers can promote their brands with a variety of at-shelf dispensers, counter displays, counter mats and other in-store media. Rx EDGE offers targeted DTC messaging, extensive consumer reach and measurable results at more than 17,000 pharmacies nationwide, including CVS, Eckerd, Kmart, Longs, Pharmacy First and Cardinal Health.

In-store promotions are perhaps the most under-utilized advertising and marketing channel for prescription drugs today. Yet they represent attractive, cost-effective outlets for reaching consumers who want to learn about various conditions and treatment options. A woman taking calcium supplements, for example, might be interested in prescription medication for osteoporosis. Reading product information available at the drug store may prompt her to visit her doctor to discuss potential benefits of the medication.

Astute pharmaceutical marketing executives know they can extend the reach and value of their consumer advertising campaigns with in-store promotions that give more specific and detailed information about various health conditions and treatment alterna-

tives. "One of the key benefits of the Rx EDGE shelf program is its location at the over-the-counter remedy area," said Kathleen Bonetti, vice president of marketing.

Extensive matched-panel research has shown that Rx EDGE has a positive impact on prescription volume, as the lift in prescription sales across all branded Rx EDGE promotions averages 9.4 percent. Both high and low volume categories respond well, many with



Gary Norman
VP, Business Director
Rx EDGE Networks

"Rx EDGE provides an important targeted link between pharmaceutical manufacturers and their consumer. The program reaches consumers while health conditions and remedies are top of mind. Rx EDGE builds brand awareness, serves as an educational device, and achieves measurable results."

double-digit percentage sales increases.

Through sales-lift data, Rx EDGE enables pharmaceutical marketing clients to evaluate the impact of their promotional campaigns and optimize their investment. Rx EDGE generates an average \$6 return on investment for every \$1 spent, which dramatically outpaces most other advertising vehicles, including TV, print, and pharmacy point of sale messaging.

Rx EDGE is a business unit of LeveragePoint Media, Hoffman Estates, IL. Rx EDGE clients include Merck, Eli Lilly, Procter & Gamble Pharmaceuticals and TAP among others.



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Products & Services

- **Authorized placement within the Rx EDGE retail network of over 17,000 retail pharmacies nationwide**
- **Rx EDGE ServicePoint: turnkey retail merchandising services**
- **Variety of in-store materials:**
Rx EDGE Shelf: prominent take-one information dispensers
Rx EDGE Counter: mats and information dispensers at the pharmacy counter
Rx EDGE Custom: Customized materials including floor displays, window clings, unique counter units
- **Sales impact analysis via third party, using matched panel research**
- **Complete art and design services**