

How do you simplify symptom relief in the confusing world of upper respiratory?



PDQ Display



Catalina Coupon



Walgreens Retail Connections Ad



Clip Strip



FSI



Counter Flip



FSSK Display

National Multi-Brand CP Initiative

McNeil Consumer Healthcare

It would be an understatement to say the upper respiratory category is confusing. With a shelf that looks like jumbled alphabet soup, and a variety of products on the shelf AND behind the counter at the pharmacy, shopping the UR category can be frustrating.

Research revealed shoppers are overwhelmed and frustrated. With a portfolio of #1 brands that span all 3 UR categories (allergy, sinus, cold/cough), MCH is the only manufacturer poised to lead. Malone drove that leadership through the development of the educational platform ABC'S™. This platform focuses on seasonal upper respiratory ailments with national promotion and focused shopper marketing elements.



The platform brings clarity to a complex category before, during and after the shopping trip and (for the retailer) drives market basket and shopper loyalty.

ABC'S™ has seen two executions: Behind-the-Counter (BTC) and Spring Allergy. The first-of-its-kind programs generated extensive retail support including leveraging of national assets by some retailers and customized programs with MCH's "platinum" customers. With overwhelming results, and the commitment from key retail partners of additional events, the platform has firmly established the category leadership MCH was looking for and continues to grow.