

TITLE OF CASE STUDY: Advil Congestion Relief

Business Situation, Business/Campaign Objectives and Marketing Strategy

Product point of difference in need of a relevant insight and benefit

Business Situation

The Advil Respiratory brand was planning the launch of its new over-the-counter (OTC) offering Advil Congestion Relief. This was a key launch for the business because it made the Advil Respiratory brand's new formula available at the over-the-counter shelf. For a number of years prior to this launch the existing formulas of the brand were only available from behind the pharmacy counter.

Advil Congestion Relief was a new product with a point of difference that needed a brand message with a meaningful consumer insight and benefit. *The launch team focused on the product's point of difference – the fact that it contains the Advil (Ibuprofen) plus a nasal decongestant, phenylephrine, that causes the constriction of blood vessels in the nasal cavity, which could be leveraged against a key medical insight.* The insight being that the real problem isn't always mucus, it's often swelling caused by inflammation in your nasal passages which is why sometimes you blow your nose and nothing comes out. This unique insight was counter to the category trend that focused heavily on mucus being the problem.

Business/Campaign Objective

The Objective was to build awareness, generate trial for the new Advil Congestion Relief product launch and to message the brand positioning. The team was very focused on the importance of having a creative device that drove an ad with strong breakthrough while also communicating the key brand messages. It was important that the creative device was woven into the fabric of the TV ad while effectively connecting with consumers.

Marketing strategy

The goal was to educate consumers about the new medical insight (nasal inflammation) and consumer insight (you blow your nose and nothing comes out) at every touch point of the media mix.

Research Story

Research at the core for development of a breakthrough consumer insight

Research contribution to the campaign's success

The research was instrumental in combining the medical insight with the consumer insight resulting in an actionable and validated part of the campaign. The research served at the core of development stage gates for both the positioning and the creative advertising that showcased the breakthrough consumer insight. This was a different way to leverage research. *Beyond providing the needed qualitative and quantitative findings, the research served as an objective and methodical axis for the multi-functional team to collaborate around.* The team was comprised of: marketing, consumer insights, legal, medical, regulatory and agency people.

Research link to the campaign development and execution

Consumer Attitudinal Segmentation from the A&U was heavily leveraged to profile the primary strategic consumer target. Qualitative focus groups were conducted to optimize positioning using the key medical insight. An initial quantitative concept screener identified the strongest communication. Quantitative BASES testing was executed to provide validation of positioning options along with volumetric estimates. Quantitative TV copy testing was fielded in order to identify the strongest TV ad.

Key financial and performance benchmark success criteria were tied to the quantitative research steps. This helped to keep the development of the message and TV ad on business objective and strategy.

Campaign Description

TV Creative Description

A woman with nasal/sinus congestion is sitting in bed and blames the Mucus Character sitting next to her in bed for her suffering. The Mucus Character makes the point that when the woman tried to blow her nose nothing came out. The Mucus Character tells her she should not blame him and explains to her that it's not just the mucus causing her nasal congestion. Swelling due to nasal inflammation is actually a key problem and is why when she blows her nose nothing comes out. He then tells her that Advil Congestion Relief can offer her relief that takes care of the real problem and the woman realizes that she can then breath better if she uses the product.

Media Mix

TV, radio, internet, in-store promotions, a public relations event and free standing inserts (FSIs). The TV ad ran 4Q 2010 thru 1Q 2011.

Business Result

Advil Congestion Relief is a new product that communicated a unique way for consumers to view how they can treat their nasal congestion and sinus pressure.

The product launch told consumers something that most never realized before, resulting in the second largest U.S. over-the-counter new product respiratory launch of the 2010-2011 season. (Data source Pfizer IRI New Products Data Base (Q3 2010 through data month ending 12/25/11)).