

# SUCCESSFUL OTC BRANDS

12 Case Studies with a **Focus on A+P Strategy**



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## 12 Case Studies with a Focus on A+P Strategy

Leading brands in the OTC market have never had it so tough: facing fierce competition (from cheaper private labels and rival branded entries), value-conscious consumers, rising marketing costs and an ever-swelling number of channels in which to convey their A+P message. So there's never been a better time to look at the lessons to be learned from those OTC brands that have succeeded, and the A+P strategies they employed to build or maintain share in this tough market.

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These 12 case studies focus on successful brands from across the OTC market, taking in Analgesics, CCA, Derma, GIs and VMS. They include in-depth analysis of A+P campaigns – on a global and local scale. They focus on traditional marketing channels as well as use of social media and consumer engagement campaigns. They examine how product lines have developed, considering new launches, successful repositioning and fragmentation of the market. And they illustrate how marketers have responded to specific threats, such as the end of patent protection, rival launches and safety concerns.

Each case study includes the latest year-end 2012 sales data, examination of key markets, an overview of innovations & NPD, and detailed analysis of individual A+P campaigns.

Successful OTC Brands forms an illuminating series of case studies, all chosen to give readers insight into the successful strategies that have enabled these brands to achieve growth despite difficult market conditions.

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