



ALLEGRA® OTC

Retail merchandising displays produced for national Allegra OTC rollout provide rapid success in retail sales and market share



MESSAGE TARGET:

**POP DISPLAYS TAILORED TO A VARIETY OF PRODUCTS & SETTINGS
PROMOTE RAPID SUCCESS FOR FAST-ACTING ALLERGY TREATMENT**

CUSTOMER STRATEGY



CUSTOMER IMPACT

In January 2011, pharmaceutical giant Sanofi’s U.S. consumer healthcare division, Chatterm, Inc., received U.S. Food and Drug Administration (FDA) approval to sell its Allegra® family of allergy medications over the counter (OTC). By March, the formerly prescription-only Allegra was in full national distribution. Five months later, Allegra was second only to market leader Claritin® in retail sales.

The Allegra OTC launch involved distributing the product in a variety of pre-packed displays to more than 25,000 retailers nationwide, including mass merchants, supermarkets, drugstores, warehouse clubs, convenience stores and pharmacies. Packaging options included blisters, bottles and cartons with 12 different sizes across the line.



Key to the success of Allegra’s national rollout was an integrated point-of-purchase (POP) marketing strategy supported by nearly 165,000 merchandising displays developed by Sonoco. POP was chosen as a primary marketing, sales and distribution medium because of the unique opportunity it provided to put Allegra in front of consumers while they shopped for allergy medicine.

Allegra secured prime merchandising space at Walgreens via an exclusive custom endcap vehicle deployed throughout the country. Walmart carried Allegra displays with Sonoco-produced floor stands, pallets and shelf trays positioned in "action alley" and on pharmacy end caps. CVS/pharmacy® stores used customized floor stands placed near checkout, carrying the “new price cuts” graphics that dominate most stores.

360° CUSTOMIZED SOLUTION



Packaging options included blisters, bottles and cartons with 12 different sizes across the line. Consumers could choose from five-count blisters for trial and travel, 30-count bottles for a month's supply, 90-count cartons for club stores and blister-packaged counts for multi-ingredient products containing both antihistamines and decongestants, as well as adult- and child-strength versions.

In total, Sonoco developed 61 merchandising display variations and 160,000 individual displays. Packed into those displays were a whopping 3.9 million units of Allegra. Despite the wide scope and accelerated timetable of the Allegra Rx to OTC rollout, Sonoco and Chatterm partnered to achieve 100% on-time delivery with not a single quality incident – nothing to sneeze at.

KEYWORDS: 16 PROCESS, TRADING, SPECIALIZED, MARKETING, DIVERSIFICATION

