



CASE STUDY



Women's Validation of OTC Product Kicks Sales into High Gear

SITUATION

To succeed in today's highly-competitive retailer marketplace, homeopathic product manufacturers like The Relief Products™ (TRP) must overcome several challenges: convince retailers to provide valuable shelf space; prove efficacy of an OTC product vs. a prescription; and drive women—who account for 93% of all OTC pharmaceutical spending*—to purchase.

TRP launched PinkEye Relief® in 2007 believing it had the winning formula to take on the market for pink eye treatment with a safe, natural, and gentle alternative to antibiotic drops.

SOLUTION

By 2014, TRP had sold PinkEye Relief® into Target, gaining significant traction with retailers and consumers. The product is now in all the national retail chains across the U.S. Female buyers took notice and in 2017 the company earned the Women's Choice Award® for America's Most Recommended Brand for Pink Eye Care. TRP fully leveraged the distinction by using the Women's Choice Award seal in every aspect of its marketing, including advertising, social media, retail chain buyer presentations and trade shows. Placing the seal on product packaging was a big decision, but it distinguished PinkEye Relief® from its competition with a third-party validation. TRP knew the endorsement would carry tremendous weight among its primary audience as women

SUCCESS

While not the lone factor behind the brand's explosive growth, **TRP experienced a 26.7% increase in year-over-year sales after adding the Women's Choice Award seal to PinkEye Relief® packaging and other marketing efforts.** "We know that WCA is not the only asset, but based on the feedback that we are receiving from the retail chain buyers, we believe that the Women's Choice Award has absolutely been a contributor to our success," said Raymond Hanson, TRP Executive Vice President. Today, PinkEye Relief® is the largest selling product for pink eye treatment in the U.S.



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