

Radio
Works



Retail



Consumer
Consideration

Marketing Objective

One of America's most popular retailers was aiming to increase their share in the pharmacy market – a sector dominated by drugstore chains.



The Radio Solution

In the spring of 2012, the retailer utilized radio exclusively in key markets to promote their pharmacy department. The radio campaign -- emphasizing the unique benefits their pharmacy provided consumers -- aired for one month (at 150 GRPs/week).

Results

The retailer's use of radio provided a lift in key branding metrics. Compared to consumers not reached by the radio campaign, radio-targeted consumers were:

- + 29% more likely to consider filling prescriptions at the retailer's pharmacy in the near future
- + 40% more likely to recommend the retailer's pharmacy as a drug store option to friends and family
- + 40% more likely to have positive feelings about the retailer
- + 40% more likely to recommend the retailer's pharmacy as a drug store option to friends and family



Methodology

Katz Marketing Solutions commissioned Ipsos MediaCT to conduct online interviews with 900 drug store prospects (who reside in the same geographic footprint as the radio campaign) at the conclusion of the campaign. Data comparisons are based on prospective consumers who were exposed to the radio campaign vs. consumers who were not.