

Bristol-Myers Squibb – Excedrin

Situation

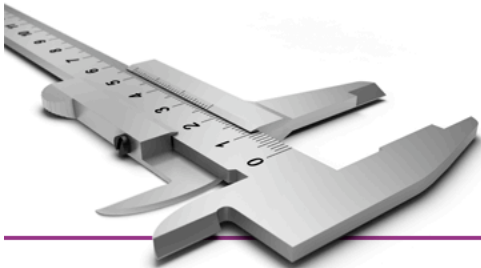
- Recently gaining some traction with relaunch of the brand
- Very crowded market and small share of voice
- Product has advantaged efficacy in treating migraines

Action

- Identified high value households
- Created a customer database
- Established Headache Remedy Center (HRC); Web site, newsletter, research studies

Results

- Early results were very positive and showed an increase in brand awareness and equity as well as improved share and retention.
- Once execution degraded to promotion-based mass marketing, increases leveled off.



radical research-driven marketing