

NEW PRODUCT LAUNCH

One 2 One Marketing Case Study

The Situation:

Our pharmaceutical client was preparing to launch a new product. Their target audience was health care professionals and cancer patients. One 2 One Marketing was contacted, along with three other companies to discuss promotional solutions that would help market their new drug. Their timeframe was tight, but One 2 One Marketing's top notch service provided a list of creative product solutions to use as give-a-ways. One 2 One Marketing also conducted researched, provided samples, and competitive pricing on these solutions, based on the following client criteria:

- ◆ Quantities ranging from 10,000 to 250,000
- ◆ Delivery within a 6 week window with ability to provide immediate inventory so 80 internal reps could distribute sufficient quantities to 100 offices
- ◆ A two-week client decision process to review solutions provided and competitive pricing

The Solution:

One 2 One Marketing was able to be competitive based on offering a volume discount and providing winning creative marketing solutions. Thus,

- ◆ One 2 One Marketing was awarded 5 items (25% of total number of products used) for their launch
- ◆ After an initial launch they placed an additional order based on our great value and service offerings

The Result:

A significant and quantifiable return on investment for their New Product Launch. First 2 quarters revenues up \$74.8 million for that drug only!!

"It has been a pleasure doing business with One 2 One. They are not only creative with the products they suggest, but in the way we can use them to help market our products. It's that little extra effort that makes them stand out time and time again..."

