

APEX Awards 2016 - iliadin® "Man Flu"

A Change Silver APEX award went to Joe Public Ignite For Merck Iliad. In 2014, iliadin®, the biggest brand in the Merck Consumer Healthcare portfolio began to lose market share. This strong and healthy brand momentarily let its immune system weaken, giving the competition the opportunity to spread through the market and contaminate our share.















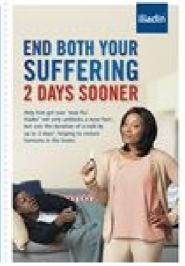


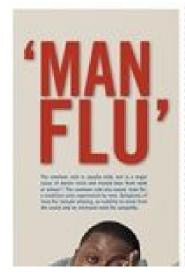












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By using insight driven creative work, in combination with a compelling product efficacy claim, in four short months iliadin® and Joe Public United stemmed the brand's market share loss and even stimulated recovery as iliadin® grew 3% ahead of the market.

This campaign saw an improvement across most key brand and business metrics - from improved brand awareness and commitment to increased share of recommendations over-the-counter within pharmacy, to the most important metric - stable market share leadership. These results are testament to the fact that when communication combines the magic of consumer insight and the logic of a strong product intrinsic this communication can affect real business returns.

Read here for more on the 2016 APEX award winners.

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