

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.

iliadin® - decongestant efficacy you can trust.

iliadin® product range

iliadin® proven for every member of the family

LINE1 AND REMOVED ACCORDING TO LOCAL REQUIREMENT

GIVE HER THE POWER TO END 'MAN FLU' SOONER

Merck Consumer Healthcare

ILIADIN® SHORTENS THE DURATION OF A COLD BY UP TO 2 DAYS

As part of its decongestant effect, iliadin® has been shown to have anti-viral, anti-inflammatory and anti-viral effects that indicate a multifactorial act on the course of rhinitis.

ANTI-VIRAL EFFECT - Anti-viral effect is related to a direct inhibitory action on the replication of the virus.

ANTI-INFLAMMATORY EFFECT - Anti-inflammatory effect is related to a direct inhibitory action on the replication of the virus.

ANTI-VIRAL EFFECT - Anti-viral effect is related to a direct inhibitory action on the replication of the virus.

Progressive randomized double-blind, placebo-controlled clinical trial: iliadin® demonstrated a statistically significant (p<0.001) shortening of the duration of rhinitis by up to 2 days.

Facts on the common cold affecting your customers:

- 1. Rhinoviruses are the major cause of the common cold.
- 2. Adults get affected 2-4 times each year (children up to 10 times per year).
- 3. Symptoms typically last 7-10 days.
- 4. Adults miss up to 1 week each year (children up to 2 weeks).

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PRESCRIBE 'HARMONY' IN THE HOME

Merck Consumer Healthcare









LUNAR® REDUCES THE DURATION OF A COLD BY UP TO 2 DAYS*

1. Reduces the duration of a cold by up to 2 days*

2. Relieves congestion, sneezing, and runny nose

3. Relieves sore throat and hoarseness

4. Relieves watery, itchy eyes

LUNAR® PRODUCT RANGE

Product	Form	Duration of Cold Reduction*
Lunar Cold & Flu	Tablets	Up to 2 days
Lunar Cold & Flu	Chewable Tablets	Up to 2 days
Lunar Cold & Flu	Syrup	Up to 2 days
Lunar Cold & Flu	Oral Suspension	Up to 2 days

*Based on a clinical study comparing Lunar to placebo. Results are based on the duration of symptoms.

END BOTH YOUR SUFFERING 2 DAYS SOONER

Only take 2 tablets twice a day. That's it. And you'll be back to normal in 2 days. No more sneezing, no more congestion, no more watery eyes. Just you, feeling like yourself again.

'MAN FLU'

The common cold is a nasty little bug, but it's a major cause of time lost and money lost. What if you could end both? The common cold virus comes from the air, and it's everywhere. But there's a way to stop it. Mucinex can help you get back to work in 2 days. No more sneezing, no more congestion, no more watery eyes. Just you, feeling like yourself again.

WHAT IS A COLD?

The common cold is a viral infection of the lining of the nose, throat and sinuses. It is caused by one of the many common viruses that are found in the air. Symptoms include sneezing, runny nose, sore throat, and congestion.

Cold can spread easily when people breathe in the virus, or when they touch something that has the virus on it. The virus can also spread through the air when someone sneezes or coughs.

A cold is a viral infection that is not dangerous, but it can be uncomfortable.

WHAT ARE THE SYMPTOMS OF A COLD?

Although the first symptoms are usually in the nose, you may feel a sore throat, a fever, or a headache. In the nose, you may notice a runny nose, a sore throat, or a headache. In the throat, you may notice a sore throat, a fever, or a headache. In the head, you may notice a headache, a fever, or a headache.

WHAT IS NASAL CONGESTION?

Nasal congestion is a condition in which the lining of the nose becomes swollen and inflamed. This causes the nasal passages to become blocked, making it difficult to breathe through the nose. It is often caused by a cold or an allergy.

CAN A COLD BE PREVENTED?

As there are so many viruses that cause colds and flu, it's hard to prevent them. But there are some things you can do to reduce your risk of getting a cold.

The best way to prevent a cold is to avoid contact with people who have a cold. You can also try to avoid crowded places and avoid touching your face.







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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