

Avamys case study

Overview

The campaign needed to launch the Avamys brand (an allergic rhinitis therapy manufactured by GSK) to healthcare professionals and needed to deliver the following key messages:

- 24-hour symptom relief
- Tackles both nasal and ocular symptoms
- Utilises an easy-to-use and award-winning delivery system

Challenge

The Avamys site needed to be not only aesthetically pleasing but also needed to deliver key brand messages to target audiences and to drive sample requests. Return on Investment was also a key factor and therefore the stickiness of the site and optimal uptake of messages was paramount as well as sample requests from healthcare professionals.

Solution

We developed a website, www.eyesandnoses.co.uk, that would act as a central hub for the product launch and provide information on the management of allergic rhinitis. The look and feel of the website was based on the product branding. Key features of the website are its innovative design, knowledge checker tool and pollen calendar.

The campaign went live in April 2009, with MPU and skyscraper promotion across the Pulse Digital Network. Other traffic drivers included e-newsletters and adverts in Pulse and Practical Commissioning.

Testimonial

This campaign won the PM Society Digital Award for Best corporate or product website in 2009. As of 25 January 2010, it had acquired 14,445 monthly unique visitors, with an average of 6 page views per visitor.

