



## Target Healthcare

### Situation

- Target had never promoted its pharmacy via paid media.
- Awareness for Target stores and the Target brand is extremely high among its core target audience of Moms 18-54, but not as strong among the Healthcare target audience of Empty Nesters 50+ for pharmacy and prescription medications.
- The assignment was to develop national and network radio branding opportunities and big ideas in order to drive association between Target and healthcare among the core target audience of Moms and the new Empty Nester consumer group.

### Objectives

- Rx campaign targeting Empty Nesters:
  1. Build trust and association of Target's pharmacy and persuade listeners to utilize it for their prescriptions.
  2. Media schedule on top of sponsorship to build frequency.
- OTC campaign targeting Moms & Empty Nesters:
  1. Focus on key time periods during the Spring (Allergy) and Fall (Cold/Flu) seasons to drive OTC sales.
  2. Media schedule on top of sponsorship to build frequency.
- To measure return on investment (ROI) of the campaign

### Strategies

- Explore health-related programming or other endemic environments that make sense to align with for integration, sponsorship or promotion.
- Create contextual relevance between content and Target messaging for each distinct target audience.
- Employ a custom Ipsos OTX study to measure campaign impact/ROI, commissioned by Katz Marketing Solutions.

### Solution

- Sponsorship of Dial Global's Health & Wellness Network featuring some of radio's most relevant health related programming offering advice and information. Features included:
  - Daily Dose with Dr. Oz
  - Ask Dr. Phil with Phil McGraw
  - HealthWatch
  - The Doctors
  - Dr. Joy Browne
  - Intelligence for your Health with Connie Sellecca
  - Health Talk with Dr. Ronald Hoffman
- Target's spots were recorded by personalities who host the features and air in the shows.
- During Allergy season (April and September) in the top 20 markets, Target Pharmacy partnered with the RAB and Katz Marketing Solutions to activate a weather triggered sponsorship program.
- Sponsored weather reports provided listeners with customized :10/:15 alerts of timely and locally relevant "airborne allergens."

Target Healthcare San Diego KIFM FM 

Target Healthcare Sacramento KSEG FM 

Target San Antonio KCYY 0812 AM 

### Results

- The results from the Ipsos OTX study found that radio-targeted consumers have higher engagement levels in key ROI metrics including:
  - 6% lift in prescription purchase intent
  - 12% lift in over the counter medication purchase intent
  - 28% lift in brand advocacy
  - 6% lift in brand affinity