

# Making a late-entry product launch painless.

## ASSIGNMENT

Launch ACE® Heat Therapy to the retail trade audience at NACDS, a major industry trade show, as well as develop consumer advertising.

## BACKGROUND

### STRENGTHS

- Heritage of the ACE® Brand makes buyers comfortable stocking this new product

### WEAKNESSES

- ACE® Brand is associated with first aid for sports injuries, resulting in placement in the “elastics” set on retail shelves, not where consumers typically look for heat therapy

### OPPORTUNITIES

- Gain distribution in the elastics set and the topical analgesics section

### THREATS

- Late entry into an already established market with dozens of competitors, including market-leader Therma Care, with over 50% market share

## MF SOLUTION

- Educate buyers about expanded possibilities for product movement by placing ACE® Heat Therapy in departments other than first aid
- “Apply Directly To Everyday Life” positioning appeals to a wider demographic
- Drive traffic to the BD booth with pre-show offers, interactive room drops, and prizes
- Run national consumer print ads to support retailers

## MEASURABLE RESULTS

- Placement in Walgreens and other major retailers
- Ranked third in dollar sales after only three months on the market (IRI data 52 weeks ending 12/04)



**SEE ADDITIONAL SAMPLES ON BACK**



CONSUMER AD



TRADE AD



PRE-SHOW E-MAIL BLAST



ROOM DROP



BOOTH PANEL



BOOTH PROMOTION



SALES COLLATERAL

