



Ghost Ship Case Study

Splenda

Kit: Patient Point HCP Toolkit Mailer



The Patient Point HCP Toolkit is a branded box of Splenda® products including Splenda/Splenda Stevia packets, Splenda diabetes care shakes, and assorted marketing materials with patient education content and product coupons. The toolkit was designed to provide health care offices with samples and product information they can utilize to recommend Splenda as a sugar alternative to patients dealing with health issues relating to diabetes. The kits were shipped in two waves of 914 (1,828 total) and delivered in tandem with an ad program running on displays in participating HCP offices across the United States. Splenda and Stevia boxes were fitted with cardboard backers and 50ct coupon booklets used as display at the front office desk where patients could sample the product and pull a coupon for later use. Health care professionals were also given booklets and additional product to sample out to patients during their appointments.

Objective: Increase avg # of recommendations per HCP per Week:

- Sweeteners +2% (150k new patient recommendations)
- Shakes +2% (71k new patient recommendations)

Increase avg # of HCP's recommending:

- Sweeteners +5% (242 new HCPs recommending)
- Shakes +12% (484 new HCPs recommending)

Increase % of patients that ask about Splenda:

- Sweetener +10% (500k patients)

Targets: Diabetic/pre-diabetic patients in need of a sugar alternative

Results:

Kits shipped: 1,828 **Impressions:** 9,140

Coupon Redemptions: 676

Full Patient Point Program Results

An estimated 2% increase in HCP recommendations which translates into \$1.2M in revenue and \$800k ROI



"Previous market research we've done says that 70-80%+ HCPs are willing to recommend Splenda if they had a sample to offer, and patients are more willing to buy if they're offered a sample as well. Pairing that with coupons and patient education materials performs really well."

-Frank Bodnar, Marketing Manager - Splenda®



GHOST SHIP
3PL SERVICES & FULFILLMENT