

XP Digital promotes Benylin 4 flu to core target market

The Johnson & Johnson pharmaceutical group took its Benylin message direct to consumers at the height of winter during a one-month campaign within Dis-Chem and Clicks pharmacies using Unlimited's XP Digital LCD screens.

Managing director for XP Digital JD Henderson says, "This advertising campaign targets consumers affected by flu within the environment where they are looking for an over the counter remedy. The succinct points conveyed on the static image are absorbed in an instant and the core message lingers in consumer minds, even long after leaving the pharmacy ensuring top of mind awareness in the future as well.

"Research shows the average time a consumer spends in the queue at a pharmacy is 14 minutes and XP Digital offers advertisers an excellent opportunity to engage with a captive consumer audience with significant dwell time. Advertisements screened during the 14 minute loop on the strategically placed LCD screens within the dispensaries create both brand awareness and an increase in sales."

For more information about XP Digital visit www.xprocure.com.