



## Case Study – “Repackaging = Results”

**Shamrock Business Unit:** Area C

**Client:** Pharmaceutical Repackaging Provider

**Client Industry:** Hospital Pharmacy

### Marketing Objective(s):

- ⊗ Develop qualified sales leads
- ⊗ Develop market intelligence about hospital pharmacies’ current and future repackaging/ bedside scanning plans
- ⊗ Develop brand awareness in marketplace

**Project Abstract:** Conducted a two-piece direct mail campaign with telemarketing follow-up to approximately 2,000 hospital pharmacy directors (mailed approximately 200 pieces per week).

**Background:** Area C worked with Shamrock Medical Solutions to build an integrated marketing campaign with a more robust web presence focusing on repackaging services. The campaign consisted of the following components:

- ⊗ Web site
- ⊗ Direct Marketing Campaign
- ⊗ Ongoing customer awareness program
- ⊗ Brochure

### Shamrock’s Solution:

- ⊗ **Strategy:** Developed a two-piece direct mail campaign centered around the theme: **Rethink. Repackaging.** The first mailing included a Shamrock Medical Solutions blister pack with logoed M&M’s used as the drug, packaged in a custom box. The second piece was a postcard mailer that presented more information about product repackaging services. Shamrock also developed a customized landing page to track results of the campaign.

In addition, Area C designed a glass jar with Shamrock Medical Solutions’ logo and included the imprinted M&M’s to keep the Shamrock name front of mind. Each month/quarter our fulfillment center sends a refill of the M&M’s to a select group.

- ⊗ **How it worked:** Shamrock mailed two-piece mailing to approximately 600 hospital pharmacy directors over 4–5 week period. The telemarketing company (Access) placed follow-up calls approximately one week after the first piece was mailed to the prospect.



- ⊗ **Why it worked:** Presented information in a memorable way and used follow-up contact to initiate response. Also helped drive brand recognition through giveaways.
- ⊗ **Results:** One month into the campaign
  - ⊗ 41 "qualified leads" developed from first 600 prospects
  - ⊗ Five new contracts signed
  - ⊗ Five more contracts pending
  - ⊗ Balance of 31 prospects are high quality and are in discussion
  - ⊗ Additional 64 "send me info" prospects that telemarketing company will follow-up on
  - ⊗ Significant market and competitor intelligence was also gathered