

# BLADE

► CREATIVE BRANDING



## CASE STUDY:

## BENZAGEL® FAMILY OF PRODUCTS

For many Canadians who are now the parents of adolescents themselves, Benzagel® was the acne medication of choice in their youth. But in the intervening years, it had lagged behind its competitors. When they acquired the brand from its original global pharmaceutical manufacturer, Blade's client, Columbia Labs Canada, had the vision to see its potential for renewal.



## CHALLENGE:

## RE-INTRODUCE A VENERATED BRAND TO THE MILLENNIALS

As part of our State of the Brand Community Review, Blade talked to pharmacists across Canada, then reached out to young Canadians in their own environments. Pharmacists told us Benzagel® was "very good." Yet it wasn't top of mind when customers asked them to recommend an acne product (as they frequently did). Members of our target

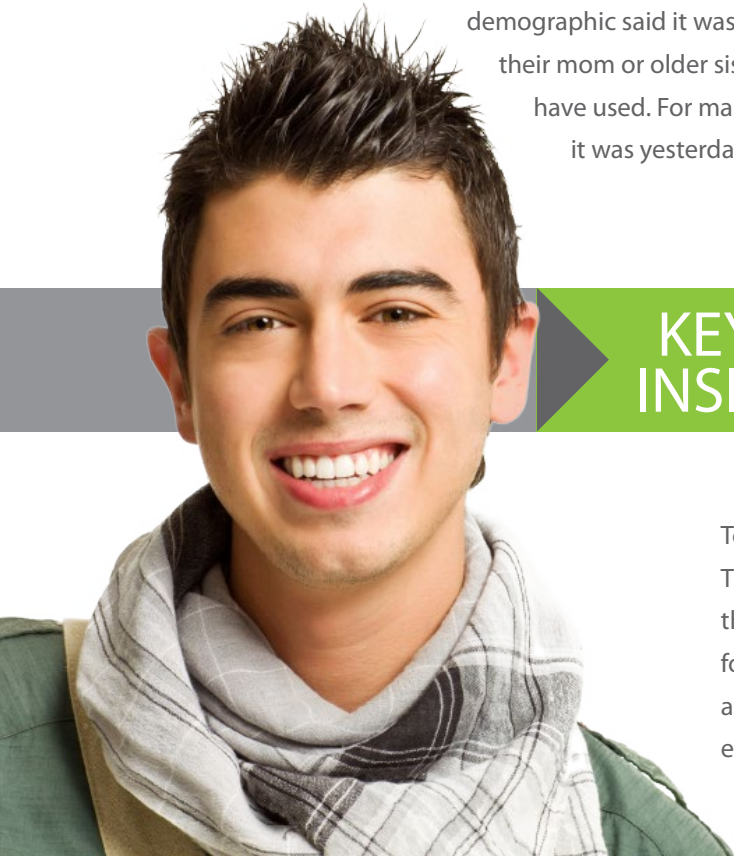
demographic said it was the brand their mom or older sister might have used. For many of them, it was yesterday's news.



## KEY INSIGHT:

## BE FRESH, ACTIVE, FUN... AND AUTHENTIC

Today's generation are not just digital-savvy, they're brand-savvy, too. They engage actively with brands they see as authentic and relevant to their lives. Blade understood that renewing the Benzagel® brand called for a two-pronged approach: Create a brand personality that is fresh, active and fun, while also establishing powerful credibility through endorsement by a key influencer group.



## BRAND STRATEGY:

## BUILD ENGAGEMENT ON A PLATFORM OF CREDIBILITY



Using a focused approach of advertising in selected professional media, Blade invested renewed energy into the relationship between the Benzagel® brand and Canada's pharmacists. So much so, that it was named the #1 pharmacist-recommended OTC acne product nationwide.\* At the same time, our approach to enlisting millennials and acne medication users into the brand community was to reach them where they were most engaged, with a strong social media presence.

\*Drugstore Canada & L'actualité pharmaceutique 2013 Survey on OTC Counselling & Recommendations.

## SOCIAL MEDIA STRATEGY:

## THE WINNING BRAND FOR A GROWING SOCIAL MEDIA COMMUNITY

Today Benzagel® enjoys a constantly-growing list of Facebook fans, Twitter followers, and opted-in email subscribers, thanks to its lively and fun image and engaging nature on social media.

Many were initially drawn in by the opportunity to win prizes in our ongoing series of seasonally-themed contests. They remain in the brand community because—as so many of them have expressed online—the product really works for them. After all, it *is* the #1 pharmacist-recommended acne treatment—and a brand that has re-emerged with a winning personality!

*"Many thanks for your great and capable work and support... which we look forward to continuing!"*

- PREBEN DALTOFT, Board member  
 Columbia Laboratories Canada Inc.

### CONSISTENT GROWTH IN ENGAGEMENT

