



case study

Diabetes & clubbing do not mix

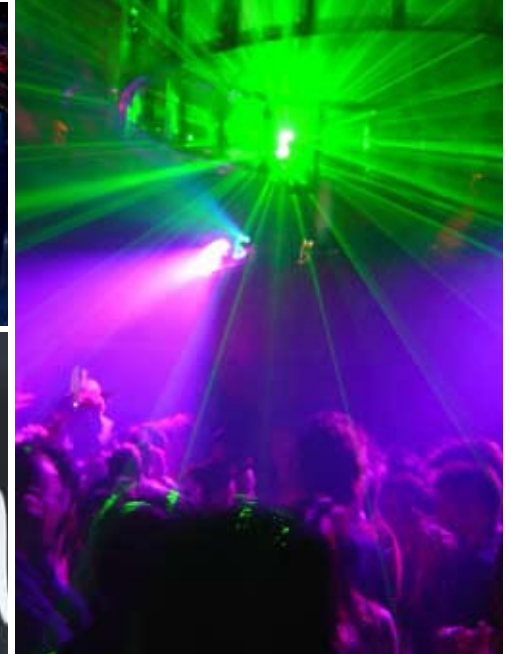
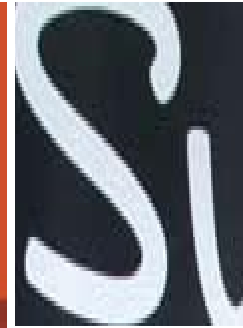
superdrug

A consumer PR campaign to encourage 16-21 year old girls with diabetes to monitor more regularly

## superdrug the brief

We were asked to devise National campaign working with Superdrug to make a new blood glucose testing monitor – trendy and acceptable.

Target – 16-28 year old women, peers and parents.



## superdrug the solution

We were giving ongoing PR support for campaign to promote new blood glucose testing monitor.

Working with key chosen national media, creating and enacting strategy to drive defined target consumer in store.

**M** HEALTH DAILY MIRROR, Thursday, June 24, 2009 Page 38

**medical round-up**

**Medical Correspondent JILL PALMER** reviews the issues that are making the health headlines

**CCAP** (Simple Junior and Sticky) Made from disposable, a remarkable piece of hi-tech equipment to help them "talk" to blood.

Chatterbox is a simple piece of software that enables deaf people to communicate with each other as easily as the hearing world can make a phone call. It costs just £4.99, is easy to install and runs on a standard PC with a modem or a hand-held computer.

Little EAR, small or internet text applications. It runs on most, only interactive, which makes it much quicker, and it's cheaper than the traditional software which can cost as much as £400. For more information contact: Email: [info@littleear.com](mailto:info@littleear.com) or visit website [www.littleear.com](http://www.littleear.com)

**HOUSE** dust often live in their millions in the warm and humid environments of homes. During in bedding, carpets, and soft furnishings.

But it is difficult to identify when are the biggest problem areas. The ActiSentry home dust monitoring system checks for pollen and can pinpoint the danger zones in your home.

Mural Simons, chief executive of Allergy UK, says: "It will help many people improve their allergic condition by removing their exposure to house dust mites. It will enable people to take preventative action without going through the unnecessary inconvenience and expense of computer changing their living environment."

**BECKY Botham** is a typical Becky Botham, daughter of cricket legend Ian, used to dread one more test: much less safe.

**Gadget makes my diabetes less of a pain**

## superdrug the result

Full page of editorial worth £43,000 in Daily Mirror – 2.16 million daily circulation OneTouch™ Ultra® described in article "Small, discreet, portable, easy to use and has a high level of accuracy.....it really suits my lifestyle".....Becky Botham.

Customer Care calls hit record levels following publication (476 in first day) Superdrug Meter sales up from weekly 190 to 900. Radio Coverage – 35 stations / 4.21 hours of coverage / key superdrug markets.