



AstraZeneca ZOMIG

ZOMIG iKyp webkey unlocks
26% total response rate





“We are always looking for ways to appeal to healthcare professionals with useful and relevant information the way they want to receive it, and this innovative campaign fit what we were seeking. We are the first pharmaceutical company to utilize the iKyp webkey technology in a US campaign of this kind and scale. After we experienced the iKyp webkey technology with a project for another brand, we were immediately driven to utilize it for ZOMIG.”

Executive Director, Commercial Operations
AstraZeneca

The client

AstraZeneca is a major international healthcare business engaged in the research, development, manufacturing and marketing of meaningful prescription medicines and supplier for healthcare services. AstraZeneca is one of the world’s leading pharmaceutical companies with sales of \$29.559 billion. ZOMIG® (zolmitriptan) is a brand from AstraZeneca that is currently marketed in 3 dosage forms.

The objective

The client sought an innovative way to develop a turn-key direct mail application that encouraged physicians to access online information and order product samples for ZOMIG.

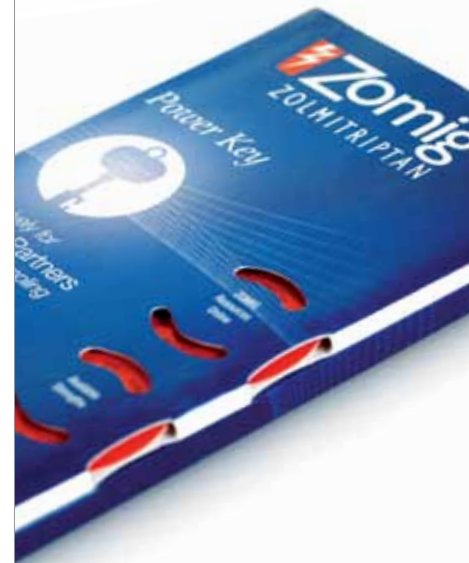
The solution

Kyp created a customised iKyp webkey application that allowed AstraZeneca to connect physicians to a protected brand website when plugged into a USB port. Physicians accessing the website could obtain product information and order product samples. This solution also comprised of a dimensional mailer that slid open to reveal the iKyp webkey inside. This package was mailed to a select group of physicians and received extraordinary results.

➤ **The results**

Within the first two weeks, the campaign yielded a unique **11% response rate**, with an ultimate **total response rate of 26%**.

To find out more visit www.kyp.com



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