

Reach Consumers Who Are Actively Working to Improve Their Cardiovascular Health



Cardiac Directions® is an educational program that delivers print advertising, trial size samples, brand literature and coupons to people who are working to improve cardio health for both themselves and their family members.

These consumers are in the process of making changes to their diet, medication regimens, exercise and overall lifestyle.

Cardiac Directions sample packs are hand-delivered by healthcare professionals during cardiac rehab education sessions and through physician offices, which increases consumer receptivity and relevance for all brand materials contained in the pack.

VEHICLE

- Sample packs with brand materials are hand-delivered by hospital cardiac rehab personnel & physicians.

DISTRIBUTION

- 230,000 sample packs distributed nationally.
- Entry point in January (overlays February Heart Month) and September.
- Exclusivity available by product category/drug class.

ELEMENTS

- Print advertising in the consumer-friendly Education Guide.
- Product sampling to generate trial & usage.
- Preprinted literature to deliver full brand story.
- Brand logo on sample bag exterior for added visibility.
- Special communications to educate healthcare professionals.
- Market research to quantify sponsorship benefits and ROI.



Cardiac Directions Sample Pack



Delivered in an educational context.