

OVER-THE-COUNTER

MCS has always strived to be a key resource to pharmacy trade and consumer journalists. Through the representation of nearly 20 over-the-counter (OTC) products, MCS has provided clients with strategic counsel, issues management and public relations support through creative grassroots and direct-to-consumer programs. Such programs encouraged customers to seek treatment for ailments and rapidly adopt new products.

Products/ Clients:

- **Advantage-S®** (*Columbia Laboratories*)
- **Anusol®** (*now known as Tucks®*) (*McNeil Consumer Products*)
- **Children's Tylenol®** (*McNeil Consumer Products*)
- **Delsym®** (*Reckitt Benckiser, Inc.*)
- **Efferdent®** (*Warner-Lambert Company, now Pfizer, Inc.*)
- **Listerine®** (*Warner-Lambert Company, now Pfizer, Inc.*)
- **Luden®'s** (*Pharmacia Corporation, now Pfizer, Inc.*)
- **Motrin® Cold & Flu** (*McNeil Consumer Products*)
- **Motrin® IB Sinus** (*McNeil Consumer Products*)
- **Motrin® Sinus Headache** (*McNeil Consumer Products*)
- **Mucinex® franchise** (*Reckitt Benckiser, Inc.*)
- **NasalCrom®** (*Pharmacia Corporation, now Pfizer, Inc.*)
- **Nicotrol®** (*McNeil Consumer Products*)
- **Nizoral® A-D** (*McNeil Consumer Products*)
- **Puristics™** family of products (*Scerene Healthcare, Inc.*)
- **RepHresh™** (*Columbia Laboratories*)
- **Tylenol® PM** (*McNeil Consumer Products*)
- **VSL#3™** (*VSL Pharmaceuticals, Inc.*)

Conditions: Allergy relief, anti-aging skin care, baby care, cough and cold relief, dandruff relief, dental hygiene, digestive health supplementation, feminine hygiene and contraception, pain management, smoking cessation

Creativity and Service:

- Provided Mucinex and Delsym brands with scenario communications planning and issues management support to address the Food and Drug Administration's ongoing deliberations regarding the use of OTC cough and cold products in children under age 12.
- Supported the seamless transition from prescription to OTC status for the smoking cessation patch Nicotrol and the number-one dermatologist prescribed antifungal dandruff shampoo Nizoral A-D by communicating to diverse audiences the products' safety and efficacy, and helping physicians and consumers feel confident about their use.
- Maintained category leadership for the pediatric analgesic Children's Tylenol by reinvigorating awareness via a partnership with the American Academy of Family Physicians and Association of State and Territorial Health Officials (ASTHO) that resulted in a national media campaign addressing the pain and fever associated with childhood vaccinations during National Infant Immunization Week.

Results:

- Reached hundreds of millions with OTC clients' key brand messages through coverage in *Bloomberg News*, *The New York Times*, *The Los Angeles Times*, *The Denver Post*, *The Atlanta Journal-Constitution*, *The Houston Chronicle*, *The Dallas Morning News*, *Medical Tribune News Service*, *The Medical Herald*, *U.S. Pharmacist*, and *Drug Topics*, as well as all three major television networks – ABC, NBC and CBS – plus FOX, CNN, CNBC, MSNBC, and dozens of local affiliates in both major and medium-sized markets.