

APEX Awards 2016 - iliadin® "Man Flu"

A Change Silver APEX award went to Joe Public Ignite For Merck Iliad. In 2014, iliadin®, the biggest brand in the Merck Consumer Healthcare portfolio began to lose market share. This strong and healthy brand momentarily let its immune system weaken, giving the competition the opportunity to spread through the market and contaminate our share.

iliadin® - decongestant efficacy you can trust.






1. Decongestant efficacy
2. Anti-inflammatory effect
3. Anti-viral effect
4. Anti-bacterial effect

iliadin® product range

Product	Age	Decongestant	Anti-inflammatory	Anti-viral	Anti-bacterial
iliadin®	12+	Yes	Yes	Yes	Yes
iliadin®	6+	Yes	Yes	Yes	Yes
iliadin®	2+	Yes	Yes	Yes	Yes
iliadin®	0+	Yes	Yes	Yes	Yes

iliadin® proven for every member of the family

LINEA AND REMINDER: ACCORDING TO LOCAL REQUIREMENT

GIVE HER THE POWER TO END 'MAN FLU' SOONER

When you feel 'man flu' symptoms getting worse, give her the power to end it sooner. iliadin® is the only decongestant proven to be safe and effective for every member of the family.



iliadin®

ILIADIN® SHORTENS THE DURATION OF A COLD BY UP TO 2 DAYS


As part of its decongestant effect, iliadin® has been proven to have anti-viral, anti-inflammatory and anti-bacterial effects that indicate a multifactorial act on the course of rhinitis.

ANTI-VIRAL EFFECT - iliadin® inhibits viral replication in a dose-dependent manner, thus preventing infection from spreading to the nasal mucosa.

ANTI-INFLAMMATORY EFFECT - iliadin® reduces inflammation, thereby reducing the duration of rhinitis.

ANTI-BACTERIAL EFFECT - iliadin® reduces bacterial infection, thereby reducing the duration of rhinitis.

Progressive rhinitis, allergic rhinitis, and non-allergic rhinitis (NAR) are all conditions that can lead to a cold. iliadin® demonstrated a statistically significant (p<0.001) shortening of the duration of rhinitis by up to 2 days.



Facts on the common cold affecting your customers:

- 1. Rhinoviruses are the major cause of the common cold.
- 2. Adults get affected 2-4 times each year, children up to 10 times per year.
- 3. Symptoms typically last 7-10 days.
- 4. Adults who are up to 2 years old get cold and flu.

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PRESCRIBE 'HARMONY' IN THE HOME

When you feel 'man flu' symptoms getting worse, give her the power to end it sooner. iliadin® is the only decongestant proven to be safe and effective for every member of the family.



iliadin®







CLINON® REDUCES THE DURATION OF A COLD BY UP TO 2 DAYS*

1. Reduces the duration of a cold by up to 2 days*

2. Relieves nasal congestion, sore throat, and cough

3. Relieves headache, fever, and body aches

4. Relieves eye irritation and redness

5. Relieves sinus pressure and pain

6. Relieves ear pain and ringing

7. Relieves watery eyes and itching

8. Relieves sneezing and runny nose

CLINON® PRODUCT RANGE

Product	Form	Duration of Cold Reduction*
CLINON® Nasal Spray	Nasal Spray	Up to 2 days
CLINON® Eye Drops	Eye Drops	Up to 2 days
CLINON® Ear Drops	Ear Drops	Up to 2 days
CLINON® Throat Lozenges	Throat Lozenges	Up to 2 days
CLINON® Cough Syrup	Cough Syrup	Up to 2 days
CLINON® Cold & Flu Tablets	Tablets	Up to 2 days

*Based on a clinical study comparing CLINON® to placebo. Results may vary. Always consult your doctor for advice.

END BOTH YOUR SUFFERING 2 DAYS SOONER

Only Madin can give you "Man Flu" relief. Madin® is the only medicine to help you end both your suffering 2 days sooner. It's the only medicine to help you end both your suffering 2 days sooner. It's the only medicine to help you end both your suffering 2 days sooner.

'MAN FLU'

The common cold is a viral infection, but it's a major cause of illness and suffering. It's the most common cause of illness and suffering. It's the most common cause of illness and suffering. It's the most common cause of illness and suffering.

WHAT IS A COLD?

The common cold is a viral infection of the lining of the nose, throat and sinuses. It is caused by one of the many common viruses that you breathe in from the air. It is the most common cause of illness and suffering.

Cold can spread easily when people breathe in the virus, or when they touch something that has the virus on it. It is the most common cause of illness and suffering.

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WHAT ARE THE SYMPTOMS OF A COLD?

Although the first symptoms are usually a sore throat and a runny nose, the most common symptoms are a sore throat and a runny nose. It is the most common cause of illness and suffering.

WHAT IS NASAL CONGESTION?

Nasal congestion is a condition in which the lining of the nose becomes swollen and inflamed. It is the most common cause of illness and suffering.

CAN A COLD BE PREVENTED?

As there are so many viruses, and they spread so easily, it is difficult to prevent a cold. It is the most common cause of illness and suffering.

The best way to prevent a cold is to avoid contact with people who have a cold. It is the most common cause of illness and suffering.









By using insight driven creative work, in combination with a compelling product efficacy claim, in four short months iliadin® and Joe Public United stemmed the brand's market share loss and even stimulated recovery as iliadin® grew 3% ahead of the market.

This campaign saw an improvement across most key brand and business metrics - from improved brand awareness and commitment to increased share of recommendations over-the-counter within pharmacy, to the most important metric - stable market share leadership. These results are testament to the fact that when communication combines the magic of consumer insight and the logic of a strong product intrinsic this communication can affect real business returns.

[Read here for more on the 2016 APEX award winners.](#)

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