



With more than 300,000 over-the-counter (OTC) drug products in the market and counterfeiting on the rise, how do consumers know if they are making the right choices?¹

Use micro-moments to build trust with OTC buyers

The scale and complexity of the OTC market can confuse buyers seeking trustworthy companies and genuine products. Your brand's integrity is on the line.

The micro-moment opportunity

Mobile has changed the way we live and is rapidly shaping the customer journey. Consumers are increasingly relying on their phones to learn more about products and make purchase decisions in the spur of the moment.

These "micro-moments" provide a powerful one-to-one marketing opportunity that traditional mass advertising can't match. Brands can provide relevant, real-time information at just the right moment of need.

The challenge

Four out of five American adults take over-the-counter (OTC) medications to treat their aches and pains, coughs and colds and a host of other problems, and it's easy to see why.² These products are conveniently available in many stores, pharmacies and online, and can cost less than going to the doctor or taking a prescription medication.

Are they getting what they're paying for?

The proliferation of OTC drug products on store shelves and through the Internet is muddying the waters, creating uncertainty for buyers. The volume continues to rise as many medications move from prescription to OTC status. Given the number of choices, shopping for medicines is bewildering for consumers and can create more questions than answers: "Which cold medication should I buy?" and "Is this active ingredient better than others?" are just a few.

Rising competition and the counterfeiting threat

Even more concerning, the growing rate of counterfeiting and fraud continues to be a challenge for OTC brands – a problem often unreported to regulatory authorities. According to a recent study, over 2 million counterfeit drugs were seized in France in 2014, and included about 1 million packets of fake aspirin that contained sugar in place of the active pharmaceutical ingredient (API). It's estimated that counterfeit drugs account for 10% of the global market; in the U.S., allergy OTC drugs are among the most counterfeited.³

Prominent brands such as Bayer are taking steps to address the issue. Bayer spokesperson Claudia Müller-Spohr stated: "For us, it is very important to use up-to-date anti-counterfeiting techniques, such as on the outer packaging of our products, to be able to clearly identify them as original Bayer products."⁴

With a complicated supply chain and more customers using the Internet, the instances of counterfeiting and tampering are quickly rising. And as patents expire and drugs move into the generic OTC market, the growth in competition among similar products makes it critical to distinguish your brand from others.

Interested in learning more about how you can distinguish your brand and empower your customers?

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Differentiate your OTC drug product using innovative mobile engagement



Control the conversation

ThinFilm's rich technology enables your product to become its own powerful brand ambassador. Because our cloud-based technology is integrated right into your product, you own the conversation with buyers.

When you engage OTC customers using responsive digital tools, you can educate them during micro-moments throughout the purchase process.

The solution

Every time a consumer interacts with your product is an opportunity to convey your brand's best qualities and create a positive user experience. ThinFilm's technology empowers brands to make the most of these one-to-one micro-moments and enrich the dialogue with consumers. Potential buyers concerned about your product's authenticity can easily confirm through a tap of their smartphone that the item remains factory-sealed, allowing them to buy with confidence. If they're worried about product effectiveness, side effects or interactions with other medications, brands can instantly provide the information they need to make key decisions and complete their purchase.

Use highly targeted content for a positive consumer experience

With ThinFilm's NFC (near field communication) technology and dynamic sensing capabilities, your company can share important product information directly with consumers, reassuring them that they've chosen a safe, effective and authentic product. At the point of sale, buyers can conveniently tap your product's packaging to:

- Determine if your OTC medicine is most effective for their needs
- Verify that your package, bottle, tube or container has been factory sealed and is the genuine article
- Learn about ingredients, product facts, side effects and important drug interactions

Following purchase, you can build customer loyalty using rich, direct-to-consumer communication to develop an ongoing brand relationship. Using ThinFilm's robust software platform, you can:

- Deliver expiration alerts and reorder reminders
- Post critical recall notifications
- Provide medication usage reminders and daily logs (e.g., medicine diary) to facilitate reporting of side effects to physicians
- Gain a better understanding of buyer behavior to refine your marketing strategy

¹ Brody, Jane E., "Over-the-Counter Medicines' Benefits and Dangers," New York Times, November 30, 2015

² Brody, Jane E., "Over-the-Counter Medicines' Benefits and Dangers," New York Times, November 30, 2015

³ Market Research Reports, Inc. Global Over-the-Counter Drug Market 2016 – 2020 Report

⁴ "Power of OTC drugs – the over-the-counter revolution", September 30, 2015, WorldPharma

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