

HCMN CASE STUDY: Lovaza

Components:

- Standard panel advertising

Success Measurements:

- While only 3% of those surveyed in health clubs before the campaign were aware of Lovaza, 71% at the end of the campaign could specifically recall Lovaza's in-club advertising
- At end of campaign, 73% of those surveyed indicated they would likely take a blood test to see if they have high triglycerides in the near future, while 53% indicated they would likely visit Lovaza's website to learn more about the product and how it can help address high triglycerides



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