

# HCMN CASE STUDY: Ortho Evra Patch Sensitive Issue Advertising

## Components:

- Panels placed prominently in the women's locker rooms, dispensing literature and placebo "Patch"

## Success Measurements:

- Exit survey research found 70% total ad recall (vast majority unaided). Of those that recalled the ad, nearly 1 in 3 indicated strong interest in discussing Ortho Evra with their doctor

