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Employed Americans Purchase Cough, Cold, & Flu Products More Frequently

Data Suggests Pressure to Work and Perform During Illness

CLEVELAND, OH (February 4, 2010)—In better economic times, the silver lining of any illness was the opportunity to stay home from work. But with the modern economy still struggling, both employees and employers are nervous about losing time and productivity. According to a review of BIGresearch's December 2009 Consumer Intentions and Actions Survey by WorkPlace Media, a marketing solutions firm that monitors the shopping behavior of the country's workforce, the pressure to work and perform during this year's cough, cold & flu season is high.

In the survey, both employed and unemployed Americans were asked how often they bought cough, cold & flu medication, and in every instance, employed Americans reported a greater frequency of purchase. In fact, when compared to the general population, employed consumers purchased OTC cough medication 28% more often on a weekly basis (20% for OTC cold and flu medication).

Employed Americans purchase OTC Cough, Cold & Flu medicine more frequently (compared to general population)	
Cough Medicine Adult	Index
Once a week	128
2-3 times per month	104
Once per month	109
Every other month	111
Other	101
Never	89
Cold & Flu Medicine Adult	Index
Once a week	120
2-3 times per month	114
Once per month	114
Every other month	112
Other	101
Never	86

Source: BIGresearch, Consumer Intentions and Actions Survey, December 2009

When it came to actual brands, there were clear differences depending on the symptoms. Asked which brand they purchased most often, employed Americans replied:

Employed Americans' Brand Preference when Purchasing OTC Cough, Cold, and Flu Products			
Cold & Flu Medicine	%	Cough Medicine	%
Vicks	11.9%	Robitussin	12.6%
Tylenol	9.9%	Vicks	11.8%
Theraflu	4.3%	Tylenol	4.9%
Store Brand/Generic	3.9%	Store Brand/Generic	4.0%
Advil	1.8%	Equate	1.6%
Sudafed	1.5%	Delsym	1.1%
Equate	1.5%	Halls	0.9%
Robitussin	1.4%	Theraflu	0.7%
Alka-Seltzer	1.4%	Mucinex	0.6%
No Preference	54.8%	No Preference	54.5%
Source: BIGresearch, Consumer Intentions and Actions Survey, December 2009			

Although there was a clear difference in brand preference, there was still a shocking 54% who reported not having a preference when they purchased over-the-counter medication for cough, cold, and flu, thus representing a significant opportunity for brands to influence purchase decisions.

“Employed Americans are naturally concerned about their health,” says Stephanie Molnar, CEO of WorkPlace Media, a marketing solutions firm that specializes in targeting advertising messages to people at the office. “And the reality is, when you feel bad during the workday, you’re not going to wait until the weekend to purchase a remedy. You’re going to reach in your desk and pull something out or slip out to a local retailer and get what you need. This significant opportunity for brands is why we’ve been helping them get their cough, cold & flu advertising messages into cubicles across the country.”

The Consumer Intentions and Actions Survey was conducted by BIGresearch in December 2009 among 9,929 consumers. For more information and complimentary research and charts, visit www.workplacemedia.com and click on “Complimentary Research.”

To interview Stephanie Molnar, CEO of WorkPlace Media, please contact Mark Ballard at 212.255.8455 or mark@rosengrouppr.com.

About WORKPLACE MEDIA:

WorkPlace Media is an award-winning media company that delivers superior ROI for the world’s most prestigious brands by helping them reach consumers at work. As the leading expert on the American workplace, WorkPlace Media works with its proprietary permission-based network of over 920,000 U.S. companies to deliver advertiser offers and samples directly into the hands of over 64 million working Americans. Additionally, the company conducts ongoing research into the attitudes and purchase behavior of this valuable, largely untapped consumer channel through regular polls and surveys. (www.workplacemedia.com)

About BIGresearch:

BIGresearch is a consumer intelligence firm providing analysis of behavior in areas of products and services, retail, financial services, automotive and media. BIGresearch conducts the monthly Consumer Intentions and Actions Survey (CIA) of 8,000+ respondents and the semi-annual Simultaneous Media Survey (SIMM) of 15,000+ respondents. More information is available at <http://www.bigresearch.com>.