

Business/Industry:

Pharmaceuticals
Healthcare

Target Audience:

Residents/Community
General Public

Type of Promotion:

Promote Wellness/Health
Improve Public Relations
Increase Brand Identity/Trial/Loyalty

Products:

Bookmarks
Magnets
Bumper Strips

Method of Delivery:

Promotional Distribution

Theme:

The Bayer Co. decided to kick off a wellness program in Wellsburg, Virginia, to promote public awareness of heart disease. It began with a health fair featuring "healthy" games such as a beanbag toss, knocking down packs of cigarettes. Participants won products imprinted with the Bayer Wellness Program logo. Heart-shaped balloons were also given out and attendees were encouraged to attach a list of their bad health habits to them, then release them. Other specialties such as bookmarks, magnets, buttons and bumper stickers were distributed. In addition, 1,000 people volunteered to be screened for heart ailments every three months during the two-year program. By the end, they had shown a marked improvement in their cholesterol levels and had collectively lost a total of 3,584 pounds.