

Connecting Consumers to Better Health

With the Consumer
Healthcare Products
Association



The Problem

When you have news that affects the entire country, how do you get it into the hands of busy Americans? That was the question facing the Consumer Healthcare Products Association (CHPA), the nation's longest-standing consumer healthcare association.

Their latest research showed that, on average, each dollar Americans spent on over-the-counter (OTC) medicines saved the U.S. healthcare system approximately \$7.20, totaling nearly \$146 billion in annual savings. This data strongly supports CHPA's mission — to educate consumers on how to access and use OTC medicines to maximize health efficiencies, and to ensure easy access to OTC products.

With such big news, the team needed big results.

Lauren Bloomberg, CHPA's director of communications and media relations, and Etta Carter, manager of communications and public affairs, knew they would need to increase news release views, content engagement and social advocacy to get their message out.

They needed a tool that would interest media outlets and consumers — something as eye-catching as their data.

The Solution

CHPA's launch team began creating a series of graphics and videos that emphasized specific data points within the study and the impact of those points on today's consumers, ultimately laddering up into one story. However, the team faced a common challenge. If all these pieces were needed to tell one story, how were they going to get each piece into the hands of consumers and keep their attention long enough for the whole story to unfold?

That's where Business Wire Interactive Media came in. The interactive asset hosts all of the various content pieces, serving them up to viewers one after the other — effectively allowing the viewer to see and digest the full story in one place.

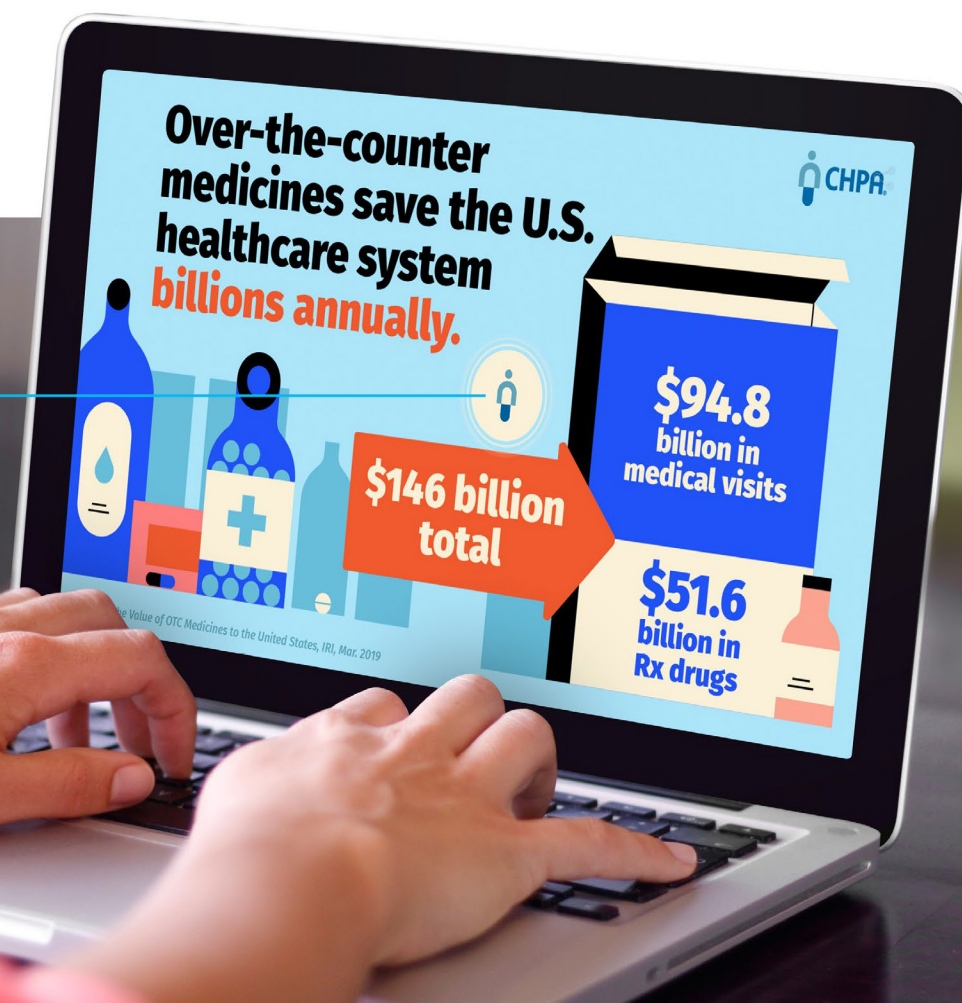
The CHPA and Business Wire teams worked together to lay out the story arc using content pieces created by CHPA. Business Wire then repackaged the content into a single interactive asset, featuring pulsing icons to attract readers' attention.

As viewers moved from icon to icon, they saw a variety of content, each piece telling another aspect of CHPA's story. Every action taken by readers — activating an icon, watching a video or clicking on a link — was captured in the accompanying Business Wire NewsTrak Reports, allowing the CHPA team to monitor how users interacted with their information. These reports highlighted which pieces of data resonated the most with readers.



Pulsing icon attracted readers' attention to watch a video, view infographics or read a whitepaper.

[View the Interactive Media ▶](#)



The Results

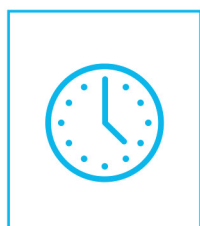
CHPA's interactive news release:



ATTRACTED MORE VIEWS

20%

MORE VIEWS THAN
PAST NEWS RELEASES

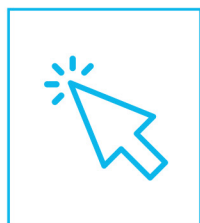


INCREASED CONSUMPTION

VIEWERS SPENT
AN AVERAGE OF

99 SECONDS

IN THE ASSET



INCREASED ENGAGEMENT

22%

OF VIEWERS
ENGAGED WITH
THREE HOTSPOTS



GENERATED MULTIMEDIA INTEREST

1,000

MULTIMEDIA
VIEWS



INSPIRED MORE ADVOCACY

96%

MORE RELEASE SHARES
THAN PREVIOUS RELEASES

"Business Wire Interactive Media was the right vehicle for our survey results.

We needed a tool as consumer-focused as we are. When it comes to educating audiences, we all face the challenge of capturing someone's attention and keeping it.

The interactive asset turned our news release into an educational tool, helping us meet our goal of increasing the awareness and adoption of our data."

ETTA CARTER, MANAGER
COMMUNICATIONS AND PUBLIC AFFAIRS
CHPA

About Consumer Healthcare Products Association (CHPA)

The Consumer Healthcare Products Association (CHPA) is the 138-year-old national trade association representing the leading manufacturers and marketers of over-the-counter (OTC) medicines and dietary supplements. Every dollar spent by consumers on OTC medicines saves the U.S. healthcare system more than \$7, contributing a total of nearly \$146 billion in savings each year. CHPA is committed to empowering self-care by preserving and expanding choice and availability of consumer healthcare products.



About Business Wire

Business Wire, a Berkshire Hathaway company, is the global leader in news release distribution and regulatory disclosure. Investor relations, public relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX network. Business Wire has 18 newsrooms worldwide to meet the needs of communications professionals and news media.

www.businesswire.com



To learn more about how Business Wire can help you educate an audience and capture and keep its attention, contact us today.



info@businesswire.com



888.381.9473