



THE MARKET

For the many who suffer headaches, little is better than taking Action. This analgesic and antipyretic is a white tablet marketed as a headache reliever. The brand mainly targets persons over 18 years.

These market groups are reached via radio, mobile cinema, market promotions, supermarket experiential initiatives, sampling during market promotions, posters and other below-the-line communication materials like danglers and wobblers, wall branding, vehicle branding, pharmacy window dressing and communication through the retailers.

Beta Healthcare - the brand's manufacturer, has developed one of the best distribution networks in Kenya. Most shops, including those in the most interior parts of the country, carry Action, supported by BTL materials.

The penetration of the brand has been successful through a van sales program where sales representatives travel to specific regions around the country. The vans have sound equipment used for market experiential promotions. This has resulted in top-of-mind awareness and has created an emotional bond between the brand and its consumers.

With this extremely successful promotional initiative, Action has become the second largest contributor in terms of volumes in the Beta Healthcare stable. In 2007, Action recorded a 35 percent growth compared to the previous year.

The company believes Action has the potential to grow at a double-digit rate in the next five years based, on Beta Healthcare's reputation as a local company known for quality products and caring for its consumers. The brand's resilience and growth in a very competitive market has given the company confidence in the continued success of the Action brand.

ACHIEVEMENTS

- Between June to August 2007, Action's sales volume grew by 35 percent compared to the same period in 2006
- The Beta Healthcare factory has had the seal of approval from various government regulatory authorities, including the Poisons Pharmacy Board (PPB) of

Kenya, National Drugs Authority (NDA) of Uganda, Tanzania Food and Drugs Authority (TFDA), Zambia Pharmaceutical Regulatory Authority (PRA) and the General Directorate of Pharmacy in Sudan

HISTORY

Action was introduced into the Kenyan market in 1986 amidst established and well-known international brands. At that time, Beta Healthcare was an underdog in the over-the-counter (OTC) analgesic category and Action was its first analgesic to be introduced in the OTC Beta Healthcare portfolio.

The sales team was divided into two segments. One focused on the wholesale unit while the other on retail units. Both groups conducted BTL branding activities. It was a major struggle in the beginning as the sales numbers barely grew. However, in 1991 a major player in the market left and the company decided to strike while the iron was hot by launching an aggressive marketing campaign.

Beta Healthcare doubled its sales team, introduced tier selling and started experiential activities like sampling. It was not long before efforts started paying off and sales volumes began picking up. The company decided to focus on mass selling and marketing activities that ensured the brand was available and visible in

practically all corners of the country.

Then Beta Healthcare was owned by Boots Pharmaceuticals, which was known for personal care products like Lady Gay and the Moono range. Unfortunately, this did not translate to the immediate growth of the brand, as it was totally unrelated to the personal care category. After struggling for some time, Boots Pharmaceuticals finally decided to sell the personal care range and focus on the OTC pharmaceuticals range, giving Action more focus.

At the time, other international brands were well established in the market and had put in place elaborate distribution networks which made the penetration of the Action brand a Herculean task. It was not easy entering a market controlled by large pharmaceutical multinationals so Action braced itself for a battle. It entered the market with a lower price but its staff complement was a challenge, making market penetration difficult.

However, thanks to a good marketing strategy and a dedicated sales team, Action has grown to become a major brand in the OTC market segment. In the last five years, Action has grown by over 50 percent in terms of volumes - a remarkable feat in an industry flooded with counterfeits and cheap imports of generics.

THE PRODUCT

Action is a fast acting analgesic and antipyretic containing Paracetamol, acetylsalicylic acid and caffeine anhydrous. It is marketed as a headache reliever and boasts an extensive retail presence in most retail outlets.

RECENT DEVELOPMENTS

Beta Healthcare recently launched its Feverex brand, a fever reliever that comes in tablet form for adults and suspension form for children. The company recently purchased a five acre plot, where it plans to put up a state of the art factory. The new facility will make it easier for the brand to reach the market faster and cater for any product advancements or packaging changes. Beta Healthcare also recently signed an agreement with Novartis to market its ethical brands to 17 different arenas in 12 African countries.





PROMOTION

The brand is promoted through electronic and print media. Action runs sports sponsorships on national TV and FM radio stations, including vernacular stations. The brand also places print ads in the major daily newspapers.

Action conducts special brand promotions in market centres around the country, where sales representatives in branded vans visit markets and centres to hold sampling activities. The market visits have been instrumental in the growth of the brand, as they



ensure a face-to-face interaction with the brand's key consumers. It also creates a greater awareness with the target audience, enhances brand loyalty and ensures the brand is understood and appreciated by its target audience.

The BTL materials like posters and danglers are made of long-lasting metallic material that can withstand all kinds of climatic conditions. These are strategically placed at retail outlets to act as a constant reminder of what the brand stands for.

BRAND VALUES

The Action brand stands for quality, strength, accessibility, heritage and dependability. Action gives safe, fast and effective relief for headaches at an affordable price and at accessible points of purchase.

Action is strong and not superficial; medically safe and sound; dependable and functional, yet emotional. The brand is committed to:

Quality: Health is an important concern for all human beings. They want medication that is safe and has undergone rigorous tests to ensure this safety. Through a well-staffed quality control department, Beta Healthcare ensures all its brands go through rigorous testing and Government inspections to make sure they are 100 percent safe for human consumption.

Affordability: Beta Healthcare's slogan is "Caring for all". To achieve this, the company aims at providing a quality product at an affordable price for the Kenyan mwananchi (common man).

Accessibility: Due to the company's intensive distribution network, excellent relationships with retailers and traders, Action can be found in the most remote parts of Kenya, those areas often ignored by more conservative brands.

The brand logo has a human head that surrounds the word Action, indicating that Action is an effective relief for headaches without words being necessary. The company slogan "Caring for all" reveals the Beta Healthcare's commitment to providing an affordable yet quality brand to all East Africans, with no discrimination from a price point of view.

THINGS YOU DIDN'T KNOW ABOUT ACTION

- Action was an underdog when it entered the pharmaceutical industry, which was mainly dominated by international brands
- Action brand was introduced by a company whose core strength was in personal care products
- Action is ranked fourth in the analgesic category
- The success of the brand is credited to an aggressive marketing team
- The Action brand can be found in most parts of the country