

Brand – Solpadeine

Category – Best Overall Brand

The Solpadeine core value is to offer the right pain relief, to the right person, at the right time.

Background

Solpadeine is a highly respected brand in the OTC oral analgesic market, treating acute to moderate pain, with extensive heritage in the pharmacy sector. The range includes a variety of formulations and formats to meet differing consumer needs.

Omega Pharma acquired the Solpadeine brand in 2012 from GSK. Omega Pharma are committed to making a difference to Pharmacist and of course consumers. Omega Pharma/Solpadeine strive to understand the category barriers and drivers, and have commissioned various qualitative research studies amongst consumers and pharmacy teams nationwide to ensure we are continually meeting their needs.

In the UK, 10 million people suffer from pain every day[^], and we need to ensure there is access to the most up to date training material for pharmacy, and the category is easily navigable for consumers.

Make a difference to Pharmacy

Solpadeine has won Pharmacy Product of the Year 2016 for Oral Pain Relief as voted for by readers of Independent Community Pharmacy magazine

Solpadeine is the number 1 Pharmacy only pain relief brand^{**}. To ensure we maintain our position, we continue to support pharmacy through trade press, training and in store support.

Trade Press

In July and August this year, Solpadeine had an extensive trade press campaign across various titles in the industry. This platform was also used to advertise the training services offered by Solpadeine, with the training pack being distributed to all pharmacists via Pharmacy Magazine.

Training Support

Omega Pharma is dedicated to making a difference by equipping pharmacy teams with the highest standard of training so that they can provide expert advice and service to customers. Dealing with pain is a day-to-day issue for pharmacists, so it is crucial to review the category regularly.

The aim of the updated training was to develop a series of informative and innovative training tools that pharmacists could use to improve and update their knowledge of the pain relief category, in turn, and to train their teams. The resulting comprehensive training package, with separate booklets for pharmacists and support staff, was designed to offer a complete pharmacy team training solution and represents a completely new approach for Omega Pharma's training: developed with pharmacists for pharmacists.

The training pack is accredited Training by both the NPA Quality Training Seal and the RPS. The training pack was distributed to all pharmacists through Pharmacy magazine, but also by the Field Sales Force with training provided in store.

Online: The Omega Pharma Training Portal has been updated to allow for assessment and certification of completion of the training module. So far, almost 3000 online assessments have been completed.

POS

As the Oral Analgesic category is the biggest OCT category**, and with 10 million people suffering with pain each day^, the category needs to be easily navigated. Products need to stand out on shelf with clear USP communication.

Solpadeine place POS in both independent and group pharmacy accounts nationwide.

Make a difference to Consumers

Omega Pharma understood that it was essential, to be responsible, credible and factual in all communication and thus the overall category campaign idea was originated: The right pain relief, for the right shopper at the right time.

Key Claim

A key consumer need in the category is for fast pain relief. Solpadeine gets to work 2x faster than Paracetamol tablets* *based on absorption data

Packaging

This year Solpadeine upgraded packaging. This update reflected recent MHRA guidelines and further allows for ease of navigation, clarity and easy to read pack on shelf.

Solpadeine website

Providing category and brand advice the website provides consumers with impartial information to help them identify which type of pain applies to them, how painkillers work as well as product considerations from the Solpadeine range. See: www.solpadeine.co.uk

The Results

Sales:

The OTC adult oral analgesics market has grown 2% year-on-year and is now worth £364m**.

Solpadeine has grown 7% year on year**.

Solpadeine has 11% market share, up 1% from the same time last year**.

2016 Awards:

Solpadeine has won Pharmacy Product of the Year 2016 for Oral Pain Relief as voted for by readers of Independent Community Pharmacy magazine

Completion of online training: To date, almost 3000 online assessments have been completed.

Reference

**Source IRI Worldwide 52 w/e 31 Oct 15

*based on absorption data

^ <https://www.britishpainsociety.org/media-resources/#faqs> [last accessed June 2015]