

# OVER THE COUNTER IN UNDER A WEEK

CROSSMARK AND NOVARTIS LAUNCH  
PREVACID® 24HR

In early 2008, the patent was soon to expire on Prevacid®, one of the most popular heartburn prescription drugs on the market. Novartis had a goal to be the new number one choice. Planning would need to be in place months in advance, and CROSSMARK was involved from day one. Previous successes in Rx-to-OTC conversions set the stage for success, and Novartis expected nothing short of “better than the best.”



**3,058 ASSOCIATES** LOGGED OVER **20,000** IN-STORE HOURS, CALLING ON OVER **33,500** LOCATIONS IN **5 DAYS** REACHING **98%** ACV BY WEEK TWO.

When FDA approval came in 2009 we were gearing up for the largest, fastest, most successful launch of its kind. CROSSMARK coordinated logistics, timing, display and selling processes, retailer codes, launch kits and all other needs in preparation for the November launch.

After almost 2 years of careful planning, meticulous coordination and relentless execution, CROSSMARK delivered. Over 82,000 kits were shipped to almost 35,000 grocery stores, drug stores and mass retailers. 3,058 associates logged over 20,000 in-store hours, calling on over 33,500 locations in 5 days and reaching 98% ACV by the second week.

**Novartis asked for better than the best, and they got it.**

