

March 10, 2010
Online: 298,000 Monthly Page Views

Purdue wins with online contest

By Michael Juliano, Staff Writer

Purdue Pharma LP has come to the aid of those who can't go by offering them the chance to get away.

The Stamford-based drugmaker recently completed "Best Seat in the House," its first online sweepstakes to raise nationwide awareness on the issue of constipation.

The marketing effort focused on Purdue Pharma's portfolio of laxatives, which include Colace Capsules, Peri-Colace Tablets, Senokot Tablets and Senokot-S Tablets.

"This was really an opportunity for us to talk to customers in a different way from traditional advertising," said Charlene Bailey, Purdue Pharma's director of product management. "TV talks at customers, and we wanted to talk to them."

The campaign used newspaper advertising to direct consumers

to www.GetConstipationRelief.com, where they could enter the sweepstakes, share their experiences with digestive problems and find information, Bailey said.

"We wanted people to get it out of the closet and get the relief they need," she said. "We want them to know they don't need to be alone."

More than four million Americans suffer from occasional constipation, according to the National Institute of Diabetes and Digestive and Kidney Diseases.

The condition is caused by several factors, including diet, dehydration, stress, abuse of laxatives and irritable bowel syndrome.

Constipation may sometimes result in serious medical complications, such as hemorrhoids, impaction and other issues.

In addition to taking medicine, effective treatments include changes in diet and lifestyle and undergoing surgery, if necessary, according to the institute.

The sweepstakes, which received more than 25,000 entries over five months in 2009, awarded three weekend getaways worth \$5,000. The

promotion, which was supported by advertising agency Della Femina Rothschild Jeary Partners Inc. and public relations firm Pollock Communications, both of New York, also gave away nearly 100 Ticketmaster giftcards to favorite events.

Privately held Purdue Pharma, which was founded in 1892 by New York City doctors John Purdue Gray and George Frederick Bingham, also manufactures prescription pain killers Dilaudid, Oxycontin and Ryzolt, and asthma reliever Uniphyl, and surgical antiseptic Betadine.

The company employs 565 workers at its Stamford headquarters and another 785 workers at a research facility in Cranbury, N.J., and manufacturing sites in Totowa, N.J., and Wilson, N.C.

Sweepstakes can be an effective marketing tool for the simple fact that they give people a chance to win a prize, said Gerald Cavallo, a marketing professor at Fairfield University.

"That's why people buy lottery tickets and go to casinos," he said. "This seems to have worked for Purdue Pharma."