

Launching new products



Most successful OTC launch
US \$155M sales in 6 weeks
Attracted 1 million users

alli

The challenge

Obesity and a desire to lose weight are two of the most universal and emotional issues facing millions of Americans. In order to ensure a successful launch of alli®, the first non-prescription version of a prescription weight-loss drug, GlaxoSmithKline Consumer Healthcare (GSK CH) needed to inspire a new behavioral model for weight loss that would appeal to weight-challenged consumers.

Our approach

Spanning 5 online communities, our work focused on addressing and solving for pre-launch, launch, and post-launch needs. Our pre-launch work explored consumers' emotional journeys, including their diet history, their influences for losing weight, and the pains of diet failures. Phase 2 focused on co-creating a resonant and authentic alli® marketing program that included advertising, website, packaging, educational materials, and more.

Our post-launch activities supported consumer advocacy, education, and support. Consumers discussed personal

experiences, suggested improvements, and also talked with news publications and bloggers to get their real experiences out in the market.

The result

Within the first 6 weeks of launch, more than 1 million people tried alli® – sales exceeded \$155 million USD, greatly surpassing goals, and making alli® GSK CH's most successful over-the-counter product launch in its history.