

In the news

[Business](#)



November 11, Marketing Article: "Attacking Ailments with Small Doses" The New York Times.

The American Elections were in full swing these past few months, people were complaining about severe headaches and other forms of trauma, owing to the heated arguments and consecutive debates during the Presidential campaign. To people's relief, a pop-up pharmacy opened in the U. S Capital Washington D. C, in the first half of November, which was an answer to people's growing ailments. It was a campaign that spoke of sheer marketing and advertising genius. This creative pharmacy design was an idea of "Help Remedies," which was a start up shop selling small portions of medicines, and the shop was called "The help shop". The whole scene was set up like a real time support system. The funny scenes were created as an effort to provide people a comic relief, as well as to market its low budget medicines directed to provide relief for single ailments, such as head-ache, insomnia, body ache etc. The scenes included a high-heel wearing model walking on a tread-mill to market for its "Help I have a blister" packet of bandages, and a performer sleeping in a store window to divert interest towards its "Help I can't sleep" caplets (Olsen pgB3). The store team not only imparted information to passers by regarding ailments, but also distributed its head-ache packets and nausea medicine to polling stations and campaign offices. Their marketing style may seem comical and wacky, but the store founders claim to have conveyed a serious message. I have understood from my marketing insight that they have tried to simplify the buying process for the customers, who often seem confused by the varying brands and products on offer. People end up buying more than they need, due to excessive

marketing campaigns, this simplified strategy of low dosages for single ailments not a host of ailments, made people realize what they aim to buy for lesser prices. Marketing should be done for people who are not experts, but still customers, who want simple solutions for complex problems, with creativity and fun all rolled into one. This campaign carved a niche for itself in the already crowded pharmaceutical market; it included viral videos, performance windows and tactile packaging to make the message clear, direct and on-the-spot (Olsen pgB3).

Works Cited

Olsen, Elizabeth. " Attacking Ailments With Small Doses." New York Times [Washington.] 09 11 2012, New York Edition pgB3. Print. .