

Case Study | Sales Teams

Ortho-McNeil Neurologics (OMN), a division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., is focused on providing solutions that improve neurological health. The company currently markets products for Alzheimer's disease, epilepsy, and migraine prevention and treatment.

The Challenge

TOPAMAX sales representatives and managers were starved for training time. Blue Diesel and OMN wanted to capture the attention of the reps and District Managers, reinforce the new brand messaging, and engage them with educational materials disguised as entertainment. It was also important to track participation, assess brand knowledge, and reward those who earned top scores during the various checkpoints.

The Solution

Blue Diesel created a Web-based television platform called OMN TV. Accessible and easy to digest, OMN TV made it convenient for reps to participate when and where they found time.

The OMN TV campaign launched with an e-mail blast and infomercial spoof that informed sales reps they would be receiving the OMN TV service. Over the seven-week run of OMN TV, additional e-mail announcements drove repeat visits to the site. With each visit, the reps were presented a different theme. Sports, music, game shows, movies, and educational tv were some of the themes used to feature humorous videos, interactive games, helpful downloads, and a "best practices" contest. All of these elements kept the training pace moving and prepared the reps to complete a final quiz.



The Impact

Despite hectic schedules, the voluntary OMN TV program captured and held the attention of the TOPAMAX sales force. An impressive 67% registered and interacted with the Web site and Ortho-McNeil Neurologics called OMN TV a "best practice". In 2007, OMN TV won an outstanding Web site award from the WebAwards, an Rx Club Award of Excellence, a silver MM&M award for best use of interactive media, and a bronze IN-AWE award. The ratings are in, and OMN TV was one of the season's biggest hits.