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Covonia enjoys the sweet taste of success

Covonia, the cough medicine with clout, has been recognised as the most reinvigorated brand in the over-the-counter healthcare sector by winning an OTC Marketing Award 2009.

The only major cough brand to show consistent growth over the last seven years, Covonia was given the Brand Revitalisation of the Year Award for achieving 27% year-on-year sales increase, updating its packaging across its entire range and rolling out a new, more impactful trade advertising campaign.

Covonia redesigned its packaging to ensure maximum stand-out on shelf and working with its marketing communications agency Bray Leino dreamt up new advertising creative to optimise cut-through in its key trade publications.

Covonia, which was also voted third in OTC Brand of the Year by a super retail panel of judges behind Beechams and Voltarol, attracted some very positive judges' comments, including 'Covonia has turned the worst-performing sector into the best-performing'; 'this is a very old-established brand that has changed from being old-fashioned to now being very much in demand'; and 'a strong community pharmacy brand that has been refreshed with effective consumer and trade marketing'.

Ed Round, group product manager at Covonia, says: "The reinvigorated trade creative has really brought the bull up to date and given great stand-out. Since 2002 Covonia has grown by an amazing 68% points ahead of the market, so winning an OTC award is fantastic recognition of this."

Organised by the OTC Bulletin to highlight excellence in marketing communications or product innovation, the OTC Marketing Awards are open to

any consumer healthcare companies, including retailers that market licensed non-prescription medicines, unlicensed food supplements, herbal and homoeopathic remedies, medical devices and other selected unlicensed healthcare products in the UK.

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Notes to editors

Bray Leino

Founded in 1974, the Bray Leino Group provides clients with a fully integrated range of communication services spanning advertising, events, PR, digital, training and organisational development. Based in Devon, but with offices in London, Bristol and Scotland, it has a turnover of more than £56 million and employs more than 320 staff.

A top 20 advertising agency (Campaign – 9th November 2007) – and the only agency in the top 20 based outside of London – Bray Leino believes in creating big business-building ideas that deliver lasting commercial results.

Group clients include: Wrigley, BP, Royal Mint, Symantec, Seagate Champion, WRAP and a host of government departments as well as brands such as Paul Smith, Ecover, Olbas, Ibuleve, Bazuka, Dentyl pH, Shloer, Aquascutum and Timberland. South West clients include: Vi-Spring, Brend Hotels, St Austell Brewery (Tribute), RNLI and Oliver Sweeney.

Bray Leino is part of themission® – a national marketing communications and advertising group with 10 offices across the UK. The group specialises in providing national and international clients with award-winning marketing, advertising and business communications. Other group members include April-Six, Big Communications, Fuse Digital, RLA Group, Story UK and thinkBDW. themission® employs over 600 staff nationally and is listed on AIM (TMMG).