

Merchandising Tips for the 2013-14 Flu Season

Millions of Americans will catch the flu this year and millions more will do their best to steer clear of getting it. Do your customers a great service: offer different ways to avoid the flu and find relief.

From the Centers for Disease Control and Prevention: **“In general, health-care providers should begin offering vaccination soon after vaccine becomes available, and if possible, by October. Routine annual influenza vaccination of all persons aged 6 months and older continues to be recommended.”**

- **Minimum Space Needed:** Two end-caps: one for flu prevention and one for symptom relief.
- **Optimum Space Needed:** Three end-caps: two for prevention and one for relief. Even better: one eight-foot section with a combination of the two categories.
- **Must Have:** Signs are the most important item that you can display! Signs will promote customer awareness and action.

Samples:

Prevention Messages: *Avoid the Flu!* – Start Fighting the Flu Now, Wash Your Hands Often! - *Wipe Down Household Surfaces!* - Protect You and Your Family from the Flu – (next to toothbrushes and wipes) *Throw Away Those Germs!*

Symptom Relief Messages: Flu Symptom Relief Center – *Flu Relief, It’s Smart to Have it on Hand!* – Buy Now and Hope You Never Need It – *No one likes to shop when they have the flu!*

- **Products for Prevention End-Cap:** Eye-catching sign, hand sanitizers, CDC-approved mask, disposable gloves, disinfecting wipes, toothbrushes, antiviral facial tissues, disinfectant sprays and surface cleansers, antibacterial soap, homeopathic immune boosters, time-release vitamin C, and germ-fighting mouthwash.
- **Products for Relief End-Cap:** Offer a selection of flu symptom relief formulations in tablets, gel-caps, powder mix, liquid, lozenges, and nasal spray. Stock daytime, nighttime and combination day & nighttime relief. Display fever-reducing medication in the forms of acetaminophen and ibuprofen for adults and children and NEVER RUN OUT. Have a wide choice of thermometers on hand.
- **Just a few brand names to choose from:** Dayquil, Nyquil, Mucinex, Delsym, Contac, Robitussin, Theraflu, Alka-Seltzer Plus, Triaminic, Tylenol, Motrin, Advil, Zicam, Airborne, and **private label**.
- Items recommended by **Women’s Health Magazine:** Sudafed 12 Hour, Afrin Original, Tylenol Regular Strength, Delsym, Robitussin Chest Congestion, Claritin Reditabs, and Mucinex D.
- **Checkout counters:** Impulse display should stock hand sanitizers along with a larger poster suggesting flu prevention tips (for information, visit <http://www.cdc.gov/flu/about/season/flu-season-2013-2014.htm>).