

Randob Labs revving marketing engines for Dormin sleep aid launch

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CORNWALL, N.Y. — Randob Labs is rewiring its marketing engines to support the mass market launch of its venerable Dormin sleep aid with this commercial slated to hit the airwaves this spring.

Dormin has been on pharmacy shelves since the 1950s, primarily through the independent channel, and contains the active ingredient diphenhydramine hydrochloride. Citing Hamacher Resource Group, Randob Labs shared Dormin is the No. 3 best-selling sleep aid across independent pharmacy.

Dormin is available in the patient-preferred capsule format, the company noted, and dissolves three times faster as compared to comparable medicines on the market. According to a Dormin survey, 78% of consumers find capsules easier to swallow.

The company is working with RLA Collective around a comprehensive marketing plan to help drive trial as the company expands national distribution outlets. In addition to television, Randob Labs will be marketing its sleep aid solution across social media in an effort to drive new users to the category.