



**RENEW+RX**

REDUCING WASTE . IMPROVING ACCESS

# Media Kit

REACH A THRIVING MARKET

info@renewrx.africa

## WELCOME TO RENEW RX!

Renew Rx is a company dedicated to reducing pharmaceutical waste while improving access to essential medications. We work collaboratively with pharmaceutical companies throughout the supply chain to minimize the environmental and financial burden of unused drugs.

### OUR MISSION

- **Reduce Waste:** We advocate for best practices in inventory management and responsible disposal of expired or unwanted medications.
- **Improve Access:** By reducing waste, we aim to free up resources to make vital medications more readily available to those in need.
- **Industry Collaboration:** We foster open communication and knowledge-sharing within the pharmaceutical sector to create a more sustainable future for medication access.

### WHY ADVERTISE WITH RENEW RX?

- **Target a Dedicated Audience:** Reach key decision-makers within the pharmaceutical industry actively seeking solutions for waste reduction.
- **Promote Sustainability:** Show your commitment to environmental responsibility by aligning with a leader in responsible pharmaceutical practices.
- **Brand Visibility:** Gain exposure on our high-engagement platforms including our website, Facebook group, and WhatsApp channel (with a potential newsletter launch).
- **Data-Driven Results:** We provide detailed analytics on ad performance, allowing you to measure the effectiveness of your campaign.

### OUR PLATFORMS

- **Website:** Our informative website attracts industry professionals and healthcare organizations. Advertise on our website to reach a targeted audience actively engaged in responsible medication practices.
- **Facebook Group:** Our active Facebook page fosters discussion and collaboration between pharmaceutical professionals. Promote your brand to a community invested in the same goals as Renew Rx.
- **WhatsApp Channel:** Connect directly with industry decision-makers through our targeted WhatsApp channel.
- **Upcoming Newsletter:** Stay tuned for the launch of our informative newsletter, offering another valuable platform for brand exposure.

info@renewrx.africa

## ADVERTISING OPPORTUNITIES

- **Banner Ads:** Place eye-catching banner ads strategically on our website.
- **Sponsored Content:** Create informative content aligned with Renew Rx's mission and promote your brand subtly.
- **Social Media Posts:** Promote your brand through targeted social media posts on our Facebook group and potentially upcoming newsletter.
- **Direct Messaging (WhatsApp):** Reach a highly engaged audience through targeted messaging on our exclusive WhatsApp channel.

## CONTACT US

For advertising inquiries and detailed media kit options, please contact us at info@renewrx.africa

## Industry Statistics On Pharmaceutical Waste

- **Trillion-dollar problem:** The global pharmaceutical industry spends trillions on medications annually, with a significant portion ending up as waste [source: Environmental Chemistry Letters, 2022].
- **Improper disposal:** Kenyans inappropriately dispose around 1,800,000 kilograms of medicines annually [source: Ogilvy, 2023].
- **Financial burden:** Improper pharmaceutical waste management can contribute to excess healthcare spending, which in Kenya is estimated to be 2.45 million over five years. [source: GOK, 2008].

## Impact On Environment

- **Water contamination:** Pharmaceutical waste entering waterways can disrupt ecosystems and potentially harm human health [source: oecd.org].
- **Antibiotic resistance:** Improper disposal of antibiotics can contribute to the rise of antibiotic-resistant bacteria, a growing global health threat [source: World Health Organization].

**By partnering with Renew Rx, your company can not only promote its brand but also contribute to a more sustainable future for medication access.**