



The DTC Executive Brief
November 2008

Presented to you by



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Build trust with both physicians and patients at the point of care

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* Source: Research Results, *Physician Survey on Patient Education*, N=184



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Rep. Henry Waxman to Chair Committee Overseeing FDA

Rep. Henry Waxman, the California Democrat who has challenged pharmaceutical marketing efforts, was elected by House Democrats as the next chairman of the **House's Energy and Commerce Committee**, the important Congressional committee that has oversight of **FDA**.

Waxman in early November challenged current committee chairman **Rep. John Dingell** (D-Mich.) for the chairman's role. He won a secret ballot vote, 137-122. The selection of Waxman signals "a leftward turn for the Democratic agenda," a Capitol Hill newspaper reported. In Washington, Waxman's victory is seen as representing a victory for House Speaker **Nancy Pelosi** (D-Calif.), who also has been critical of the pharmaceutical industry.

The end of Dingell's chairmanship raises questions about the committee's investigation of the marketing of a few major DTC brands, namely **Vytorin** (Merck/Schering-Plough), **Lipitor** (Pfizer) and **Procrit** (Johnson & Johnson). Representatives of those brands testified before a subcommittee of the Energy and Commerce Committee back in May. **Rep. Bart Stupak** (D-Mich.), chair of the subcommittee and a close colleague of Dingell, had raised the idea of bringing executives from the respective companies back to The Hill for further hearings.

Even without Dingell at the helm, however, the House committee could continue to make life difficult for pharma marketers. Waxman may stand as a significant threat to direct-to-consumer advertising, which he has long opposed. In the past, he proposed legislation calling for mandatory pre-clearance of DTC ads and for a moratorium on new-drug ads for two to three years. Waxman also is likely to play a key role in **President-elect Barack Obama's** effort to create a national healthcare program.

(Continued on next page)

"We have to be prepared for immediate scrutiny on FDA matters," **Adonis Hoffman**, general counsel of the **American Association of Advertising Agencies**, told reporters. "DTC becomes front and center."

DTC INSIGHT

** As tough as he's been on pharma, Rep. Henry Waxman will not be able to shut down DTC advertising, but as chairman of the Energy and Commerce Committee he certainly will make life more difficult for marketers and media companies. Indeed, count on more hearings on DTC in 2009. Waxman "is no friend of DTC advertising," as one Washington insider noted recently. It's also possible that Waxman will make an effort to bring OTC advertising under the purview of the FDA next year, which could further slow healthcare-related marketing efforts.*

PhRMA Guidelines for DTC Likely to Be Updated in 2009

A number of speakers at the *DTC Perspectives'* fall conference, "DTC in the Era of Consumer Choice," indicated that the industry trade group **PhRMA** is working to revise its guidelines for DTC advertising. The trade group was discussing changes to the guidelines with staff members for key legislators on **Capitol Hill**, and also with representatives from the **American Medical Association (AMA)**, according to these speakers.

The revised guidelines may include recommendations on how marketers properly use Internet for education and promotion, and also may include a recommendation on an industry-wide ad moratorium for newly approved drugs. A recommendation for a **six-month moratorium** is said to be "a minimum," but whether there will be enough support among industry representatives for a one-year moratorium has not yet been determined. Also, the discussion of the guidelines, and possible changes, began prior to the Nov. 4 election of **Barack Obama**, and may be affected by this and other changes in Washington.

While some observers expect new legislative proposals for a three-year moratorium on ads for new drugs, ad industry leaders say such a regulation is

unlikely to stand up to a court challenge. Speaking at the fall conference, **Dan Jaffe**, executive vice president of the **Association of National Advertisers**, said, "I don't see a three-year moratorium going into effect unless the industry decides to impose it on itself. Even if Congress were to pass it, which is not a certainty, [I believe] it would be defeated when it went through the courts up to the Supreme Court."

DDMAC Cites Amgen Brochure For Minimizing Side-Effect Info

The **DDMAC** division of the **FDA** has asked **Amgen** in an "untitled letter" to halt distribution of a 12-page patient brochure for the kidney treatment **Sen-sipar**. In the letter, DDMAC said the brochure included "false or misleading" information and it noted that Amgen minimized side-effect information.

Amgen told reporters that it is working with the FDA to address its concerns. "We immediately ceased distribution of the brochure. Amgen is committed to responsible marketing that reflects the benefits and risks of our medicines," the company said in a statement. In the brochure, which addresses hyperparathyroidism, the FDA took issue with the headline "Are there side effects?" Instead of noting the adverse reactions, FDA claims that Amgen handpicked the least problematic ailments and omitted the serious risks.

The DDMAC letter read: "The patient brochure prominently presents efficacy claims throughout several pages of the brochure with colorful graphics, ample white space, and descriptive headers... In contrast, the warnings and precautions that are disclosed in the brochure are presented in a single paragraph on the back cover."

DTC INSIGHT

** This is the sixth DTC campaign cited by DDMAC for alleged violations since August. It certainly appears that there is more scrutiny of consumer promotion in the months following the Congressional hearing on the DTC efforts for Lipitor, Vytorin and Procrit. This trend will likely continue as Democrats take control of the White House and Congress in 2009.*

MEDIA

‘Reported’ DTC Spending Slips 6.3% in the Jan.-Aug. Period

With many DTC marketers opting to curtail unbranded or disease education advertising, the overall advertising market for prescription drugs fell 6.3% in the first eight months of 2008, according to an analysis by **TNS Media Intelligence**. (Given this trend, some advertising observers forecast a 9% decline in DTC spending this year, however, **DTC INSIGHTS** forecasts less of a decline, in the range of 6%-8%.) Measured ad spending for unbranded and corporate advertising combined is down 36.3% in the January-August 2008 period, according to the report issued by TNS earlier this month.

The research firm noted that, if this trend holds for the remainder of the year, it would mark the second consecutive year that “reported” DTC spending posted a decline compared with the prior year. In 2007, TNS reported that DTC ad spending fell 3.1% to **\$5.26 billion**. According to TNS, the annualized rate of spending for unbranded advertising “has plummeted by 63% since 2006.” (For more details on the TNS analysis, see **Dashboard**, page 8.)

Another factor behind the spending decline is an overall slowdown in advertising for introductory drugs. New launches typically account for 13%-15% of all drug ad spending, according to TNS, but in

2008 this ratio has dropped below 10%. The introduction over the past few years of the sleep treatments **Lunesta** (Sepracor) and **Rozerem** (Takeda) were key drivers in this measure in 2006-2007.

“Marginal swings in introductory spending, up or down can move the needle for the entire Rx category and represent the difference between category growth and decline,” the TNS report stated. “Launch introductions are a bellwether indicator. As older medications lose patent protection and are exposed to generic competitors, support is often reduced or eliminated. New drugs coming into the marketing pipeline offset these declines and can potentially contribute to category ad spend for years.”

DTC INSIGHT

** With most budgets being cut, this downward spending trend is something we can expect to continue into 2009. The macroeconomic environment represents a minor contributing factor to what pharma spends on DTC and consumer promotion. The two major drivers going forward will be the number of new products launched and any FDA guidance and / or any new legislation covering a moratorium.*

	2007	Q1 2008	Q2 2008	1H 2008	2008*
Total in \$ billions	\$5.38	\$1.29	\$1.31	\$2.60	\$4.9-\$5.1
% Change VYA	-3.1%	-0.1%	-9.1%	-4.8%	-6% / -8%

*Based on **DTC INSIGHTS**’ projections; Source: Nielsen Monitor-Plus

Seeking Quality Connections?

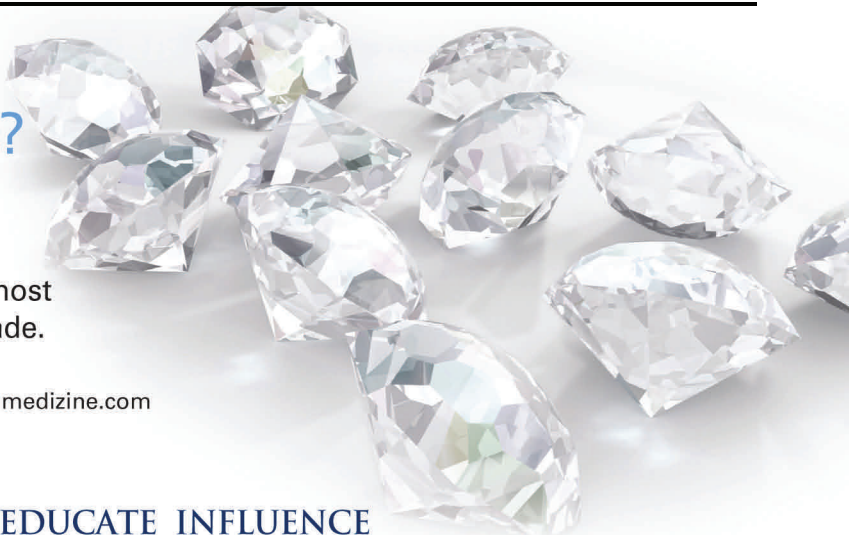
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Suzanne Polizzi, EVP Sales & Marketing | 212.695.5582, suzanne@medizine.com

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MARKETING

IMS: Patient-Centric Analytics Key to Optimizing Promotion

Leading pharma firms are able to use patient-centric data “in planning and evaluating promotion at virtually every point” of the company’s interaction with patients and doctors – and they can do this “throughout a product’s lifecycle up to loss of patent exclusivity,” **IMS Health** reports in a recent white paper on patient-centric commercial strategies. The foundation for developing these insights is the traditional anonymized patient-level data, or APLD, that have been long used to track “new” and “switch” patients on a national basis.

Because patient-level insights “have grown so robust,” there is an opportunity for marketers to measure the impact of promotional efforts on script demand at three specific phases of the patient’s experience with the specific prescription drug. These “phases” are: at the beginning of Rx therapy, when the patient “makes that critical leap from the first prescription to the second,” and when an “existing patient continues on therapy,” according to IMS. With these insights, IMS says marketers can “plan and evaluate promotion at each point along the continuum [of interactions either with patients or physicians].” The insights also allow marketers to better analyze the two groups of patients that are essential to reach: those who need first-time therapy and those who need motivation or education to drive adherence.

- “We have also observed distinct roles for television and print,” IMS notes in the report. “Television tends to drive new starts and build the base of new patients whereas print tends to maintain existing patients.” (See **Dashboard**, page 9, for an example of how IMS recommends optimizing consumer promotion by key media in the waning years of a brand’s patent life.)

With these insights, marketers can be better equipped to manage a brand late in its lifecycle, IMS says. For example, “since print works more on the existing base of patients, there is less need to reduce spending in print” as patent expiration approaches.

With television, however, the effect is more on new patients, so as patent life winds down there is “less justification for major television advertising expenditures.”

DTC INSIGHT

** Patient-level insights used effectively can lead to ROI promotional optimization for most programs or campaigns, which allows for a better brand-planning process across the lifecycle of an Rx drug. Optimizing ROI also is critical in the current economic environment when budgets are tightening.*

CREATIVE

DTC Ads in 2008 Stay True To ‘Sober’ Educational Tone

The creative trend for DTC ads in 2008 followed path that diverged little from the recent past, with marketers trying to find a “more sober and educational” tone in their campaigns, according to **Stu Klein**, a managing director at **Lowe Worldwide**. “While many of these new campaigns ably communicated their intended message, there was a decided lack of engagement, as witnessed by the almost total absence of any DTC spots from the **Nielsen IAG** rankings of most-recalled ads, he added.

Among the few spots that did stand out over the past year, Klein cited the advertising for smoking-cessation treatment **Chantix** (Pfizer) as a “campaign that proved to be both highly engaging and deeply insightful.” He added, “In categories with multiple OTC and Rx options, it is especially difficult to create breakthrough advertising, given the testing methodologies utilized to vet ads, which seem to require formulaic category cues to exceed norms required to air. The Chantix campaign succeeds because it is grounded in an insight previously overlooked in this category, namely that the road to smoking cessation is certain to be long. The metaphor of the hare and the tortoise instantly communicates this insight in a non-threatening manner, managing expectations of patients and physicians away from the quick-fixes typically promised.”

Another key component of the Chantix ads (with **McCann HumanCare** as the agency) is the “simple demonstration of the brand’s method of action,” which helps to reinforce how Chantix works and provides credibility to the brand’s efficacy messaging, he explained. “The tortoise/hare imagery is ubiquitous in brand communications across all touchpoints, ensuring that the brand speaks in one voice.”

Mark Kosak, executive vice president and chief creative officer at the **EvoLogue** unit of **CommonHealth**, cited the **AmbienCR** (Sanofi-Aventis) campaign with the rooster element as one of the year’s standouts. He called the unbranded campaign with the SilenceYourRooster.com Web site “truly innovative.” The campaign was developed by **Saatchi & Saatchi Consumer Health + Wellness**.

Kosak added, “In a stroke of brilliant media placement, the campaign debuted on network morning shows. The spots featured dazed and ruffled would-be sleepers who’d been rudely awakened by a mischievous rooster that plays the drums, makes calls from a pay phone, and sets off car alarms. These snapshots pay off with a call to action to visit SilenceYourRooster.com. ... By the time I got to the office on the first morning the spots aired, just about everyone was on the site, silencing the rooster in a pillow-hurling shooting gallery game. This is a stand-out example of the direction in which DTC marketing should be going – toward intriguing advertising integrated with Web-based interactivity that can tell a brand story in an unconventional way.”

MORE INFORMATION: For more comments from DTC creative experts about the notable advertising in 2008, please see the December issue of *DTC Perspectives* magazine.

FALL CONFERENCE COVERAGE

‘Content’ of Most DTC Advertising Needs Improving, S-A Exec Says

There is a diminishing appreciation of the value of branded pharmaceuticals due to consumer and pa-

tient skepticism about the value of DTC marketing, according to **Hugh O’Neill**, a vice president and head of market access and business development at **Sanofi-Aventis** – and this skepticism is understandable, he added.

- “I don’t think most DTC marketing – at least in the television realm – has done justice to the value of branded pharmaceuticals,” O’Neill, speaking at the *DTC Perspectives*’ fall conference, “**DTC in the Era of Consumer Choice**,” told attendees. O’Neill said he does not have an issue with DTC itself, however, he said he believes the content of the advertising is lacking. “It’s not the concept of DTC – it’s the content – or at least, much of the content we currently see.”

O’Neill suggested that one important way marketers could improve DTC ads is by “designing DTC to contribute to one clear goal: to improve health outcomes for patients.” This is possible by treating the **60-second DTC television ad** “as a first step to useful information, rather than the only step. ... We’ve already done this pretty well in the print realm, but the 60-second TV forum doesn’t lend itself so well to this goal. So we’ve got to use our time more wisely in those ads to achieve more health bang for the buck.”

He added, “If you believe in your product and the evidence supports your product, then you can better design DTC ads as a force for the application of evidence-based medicine. In other words, you can hit people with meaningful, fact-based messages. We’ve got to understand, viewers can handle facts.”

In addition, O’Neill stated that DTC plays a “significant role in promoting the trend [of the] informed, empowered consumer.” Citing **RAND Health** study data, O’Neill noted that patients are not receiving the care that they should be. DTC has helped fill an information void for them.

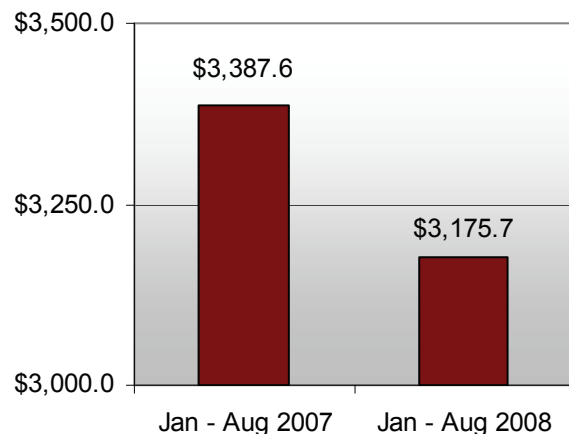
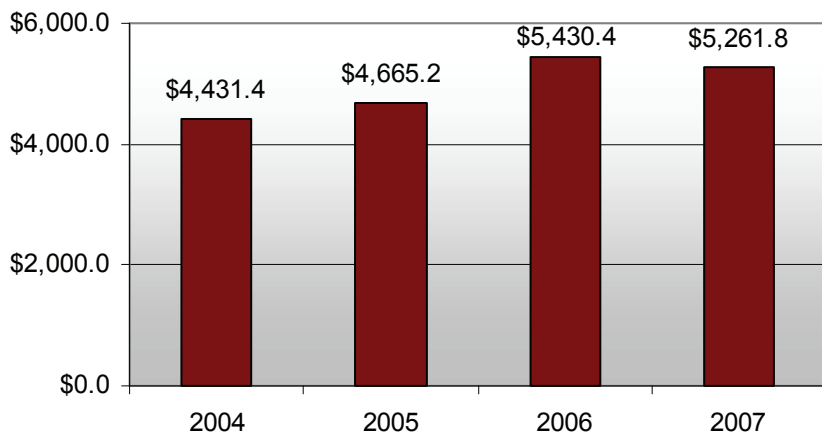
DTC INSIGHT

** Consumers are looking for factual information, and marketers need to provide this through evidence presented via product claims, as O’Neill noted. Responsible DTC encourages patients to be proactive about managing their health – which is a worthy goal and one that should win points with regulators.*

DTC Dashboard

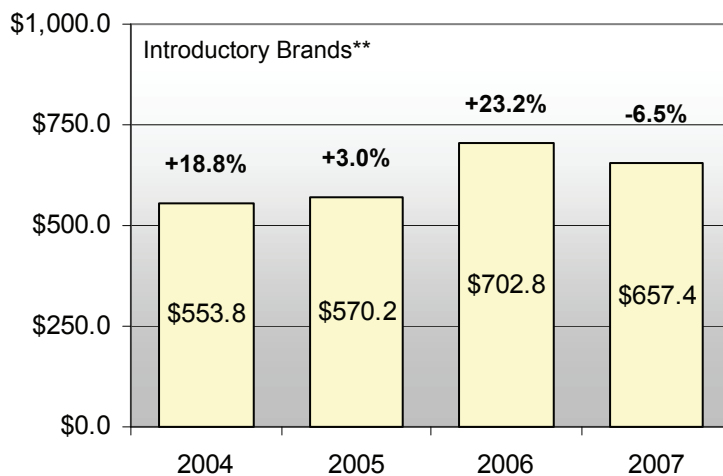
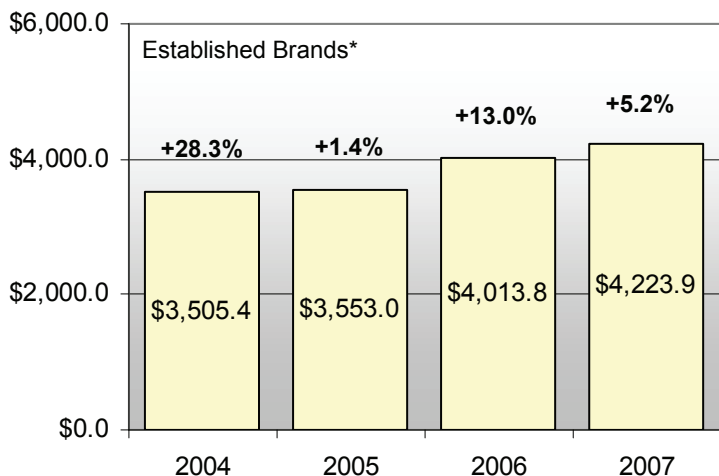
The DTC Dashboard is a series of charts providing a snapshot of DTC marketing.

TNS 'Reported' Data Shows Pharmaceutical Ad Spend Slowing



After a 3.1% decline in 2007, DTC ad spending fell in the first eight months of 2008 by 6.3%. The largest declines were seen in disease education and corporate advertising, with the combined categories "plummeting by 63% since 2006." Meanwhile, branded advertising — which accounts for 90%+ of all DTC spending — "has slipped 3.6% in the January-August period."

Spending Levels for Newly Approved Drugs Down Sharply



Ad spending for established brands is still increasing, even though it is slowing its pace. However, introductory brand spending has dropped by nearly 7%. New-brand launches "typically account for 13-15% of all drug ad spending... in 2008, the contribution has dropped below 10%," stated the TNS report. Introductory brand spend is "down \$155 million through [January to] August" of 2008.

* Established brands are those with 1+ years of advertising activity; ** Introductory brands are those with less than 1 year of advertising activity; All \$ expressed in millions; Source: TNS Media Intelligence, *Advertising Investment Trend Report: Direct-To-Consumer Pharmaceutical Industry*

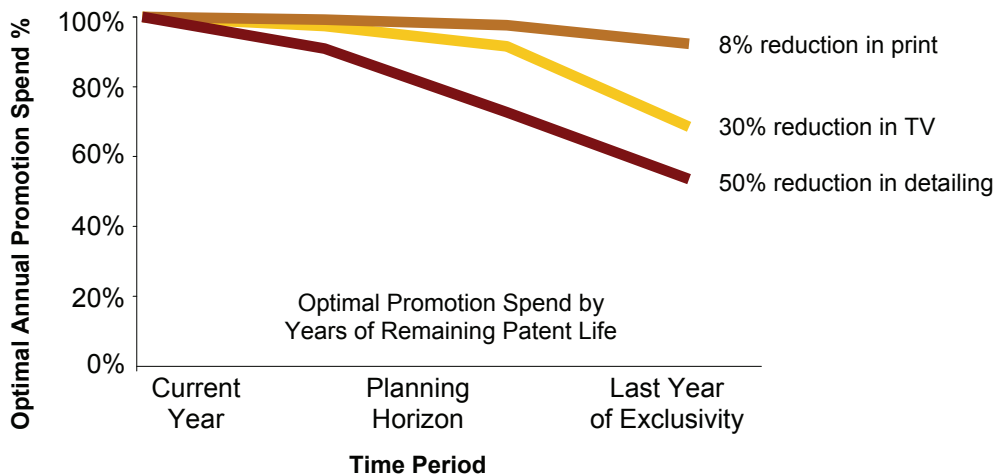
Pharma Companies Waiting Longer Before Advertising New Drugs

	2004	2005	2006	2007	Jan-Aug 2008
# of First-Time Advertising Rx Drugs with a Spend Rate of at least \$1MM	12	8	17	15	7
Median # of Months from FDA Approval to Start of Activity for these Brands	6.1	6.2	6.8	12.4	9.4

The PhRMA guidelines state that companies must allow a “reasonable amount of time” to pass before advertising a new drug. TNS’ analysis shows “that companies are waiting longer before advertising their new prescription medicines to consumers.

Results calculated by taking elapsed time between FDA approval and earliest observed date of the ad. List then narrowed down to only brands with meaningful spend rates; Source: TNS Media Intelligence, *Advertising Investment Trend Report: Direct-To-Consumer Pharmaceutical Industry*

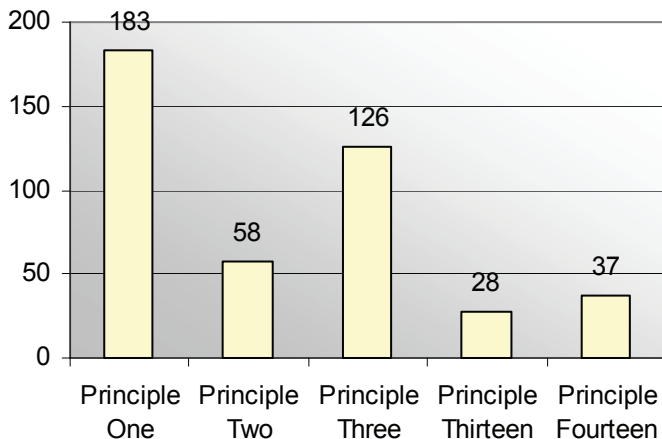
Print Advertising Still Key Even as Patent Expiration Nears



A smaller reduction in spending for print occurs near patent expiration because it “works more on the existing base of patients,” stated an IMS Health report. Television sees a larger reduction due to “a strong new patient component... [so there is] less justification for major television advertising expenditures.”

Source: IMS Health, Promotional ROI: Getting the Right Mix

Principles One, Three of PhRMA Guidelines Receive Highest Number of Comments



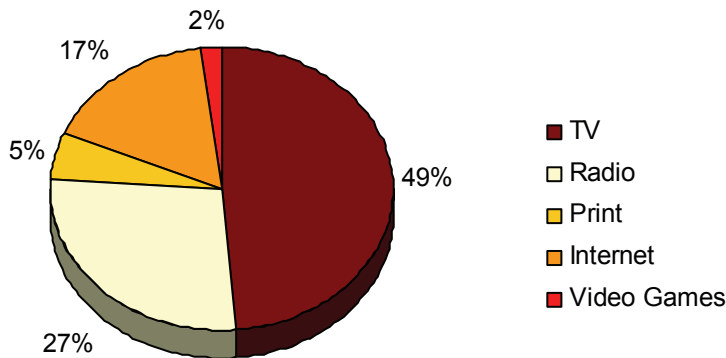
Principle One	DTC advertising can benefit the public health
Principle Two	All DTC information should be in accordance with FDA regulations, accurate and not misleading
Principle Three	DTC TV / print marketing campaigns should also responsibly educate the consumer about that medicine, and where appropriate, its condition
Principle Thirteen	DTC TV / print ads should be targeted to avoid audiences that are not age appropriate for the messages involved
Principle Fourteen	Companies are encouraged to promote health and disease awareness as part of their DTC advertising

PhRMA in July issued a report from its Office of Accountability as a way to recap comments member companies received from consumers in 2007 about DTC promotion. Without specifying the nature of the comments, the report noted that 1,065 comments were recorded by members and 75% of these related to TV advertising. Overall, roughly one-half the comments fell under PhRMA’s Guiding Principles on DTC Advertising (as broken down above).

Source: Report from PhRMA’s Office of Accountability, July 2008

DTC in the Era of Consumer Choice Conference Highlights

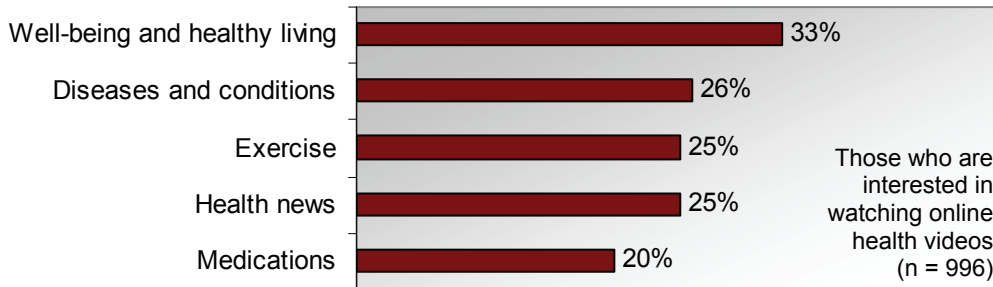
While Television Still Dominates, Digital Media Usage is on the Rise



Women between the ages of 18 and 34 years spend nearly half of their time watching television, roughly 33 hours. Radio ranks second due to her “on-the-go” lifestyle [listening to] satellite and online radio,” said Sam Trujillo during his presentation on brand engagement and the media mix. Digital media is also increasing, with Internet ranking third with 17%, a 23% increase compared to the prior year.

Source: Bayer Healthcare, 2008 DTC in the Era of Consumer Choice Conference, October 2008
Original data: MediaScan, women 18-34 years of age

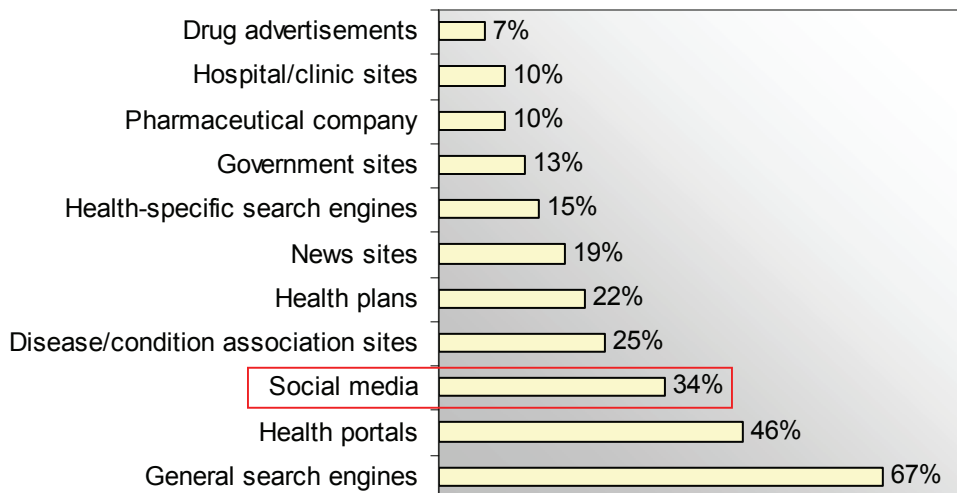
Health Video Opportunities in Educational Content



Citing Jupiter Research data, Raquel Krouse said, “We have 46% of online users that are interested in watching health videos online. One in five said they would see videos on medications.”

Source: IPG Emerging Media Lab, 2008 DTC in the Era of Consumer Choice Conference, October 2008
Original data: Jupiter Research, “Online Health Video: Benchmarking and Harnessing an Emerging Opportunity”

Social Media a High Ranking Online Resource for Consumers



“Social Media ranks higher as a resource than Web sites as a resource for women seeking health information online,” stated Sam Trujillo during his presentation. Pharmaceutical companies and drug advertisements rank toward the bottom of the list, reflecting consumer skepticism about these options. Patients tend to rely on an assortment of information from which they can then draw their own conclusion.

Source: Bayer Healthcare, 2008 DTC in the Era of Consumer Choice Conference, October 2008
Original data: iCrossing, “How America Searches: Health and Wellness”

18 New or Revised DTC Television Campaigns Air During 4-Week Period

VMS provides *DTC INSIGHTS* with data on DTC campaign listings for various media types.

Below is a table of new or revised DTC television advertisements airing, from October 17th through November 14th.

Product	Manufacturer	Agency	Title / Description	Unit	Airdate	Source
	Partnership For Prescription Assistance and America's Pharmaceutical Companies		Colleen, Kendell, Dean: 5 million uninsured patients helped	30 sec	10/28	Network
Abilify	Otsuka America and Bristol-Myers Squibb	Corbett Worldwide Health-care Communications	Approximately 2 out of 3 people being treated still have depression symptoms	60 sec	10/22	Network
Actonel	Procter & Gamble and Sanofi-Aventis	Grey Worldwide, NY	Once a month: pay phone bill, feed orchid, visit Aunt Agnes, help bones	60 sec	10/27	Network
Actonel	Procter & Gamble and Sanofi-Aventis	Grey Worldwide, NY	Once a month: Visit aunt, pot luck, fluff Fifi	30 sec	10/30	Network
Actonel	Procter & Gamble and Sanofi-Aventis	Grey Worldwide, NY	Once a month: Visit aunt, pot luck, fluff Fifi	60 sec	10/30	Network
Botox (Cosmetic)	Allergan	Pacific Communications	Virginia Madsen is all about freedom of expression	30 sec	10/23	Local
Cialis	Eli Lilly & Co.	GSW Worldwide and Ignite Health	"You Can Be Ready" - Today men can be ready with another dosing option	60 sec	10/31	Network
Cymbalta	Eli Lilly & Co.	Draftfcb	It hurts everywhere and everyone / liver problems, symptoms	75 sec	11/10	Local
Enbrel (R.A.)	Amgen and Wyeth	AbelsonTaylor and Saatchi & Saatchi Healthcare	Gardener, cartoonist / female voice over, contact	60 sec	11/11	Network
Flomax	Boehringer Ingelheim and Astellas	Draftfcb	"The 1 Week Difference" - Men are in an airplane hangar	60 sec	10/27	Network
Levitra	Bayer, GlaxoSmithKline and Schering-Plough	BBDO New York/ICC	Man sets up romantic dinner / letterbox	60 sec	10/21	Local
Nexium	AstraZeneca	Saatchi & Saatchi Consumer Health + Wellness	"The Healing Purple Pill" - Dog greets man, family eats dinner, man walks on snowy dock	60 sec	11/10	Local
Orencia	Bristol-Myers Squibb	Corbett Worldwide Health-care Communications	"Oh, Yes I Can!" - Montage: Jar, keys, faucet, water bottle, zipper	60 sec	10/21	Local
Plavix (P.A.D.)	Bristol-Myers Squibb and Sanofi-Aventis	Saatchi & Saatchi Consumer Health + Wellness	Grandpa Dave dances with girls	60 sec	10/20	Network
Plavix (P.A.D.)	Bristol-Myers Squibb and Sanofi-Aventis	Saatchi & Saatchi Consumer Health + Wellness	Animated doctor talks about risks	60 sec	10/21	Network
Plavix (P.A.D.)	Bristol-Myers Squibb and Sanofi-Aventis	Saatchi & Saatchi Consumer Health + Wellness	Man followed by stretcher through museum	60 sec	11/03	Network
Plavix (P.A.D.)	Bristol-Myers Squibb and Sanofi-Aventis	Saatchi & Saatchi Consumer Health + Wellness	Man followed by stretcher through museum	75 sec	11/05	Network
TriCor	Abbott Laboratories	RTC Relationship Marketing	Know what your cholesterol is to prevent a heart attack	60 sec	10/20	Network

Language: English, Spanish, English international

Source: VMS Info for DTC Perspectives

For more information, please contact Marc Jaffe at mjaffe@vmsinfo.com.

Krouse: Test Driving Emerging Media To Stay Ahead of the Digital Curve

New media “spaces,” such as social media, mobile marketing and video game ads, have created new opportunities for pharmaceutical marketers, **Raquel Krouse**, a vice president and director of healthcare at **Interpublic Group’s Emerging Media Lab**, said at the DTC Perspectives’ fall conference. **Web 2.0** is a much more interactive experience than **Web 1.0**, which was a “read-only experience,” she noted, while Web 2.0 allows consumers to be both readers and writers.

- “Digital marketing is growing so quickly, that it is impossible to keep up,” she added. “It’s really about understanding consumer preferences to really realize what the right channel mix should be. It all starts with the content strategy there, and it needs to be a structured process. A lot of emerging media is trial and error right now,” Krouse said. “[M]ake sure that it goes back to the objectives, the goals, and ends with the proper metrics. Because even though these are new technologies and these are emerging trials, it’s important to treat these programs like you would treat any other.”

Krouse said that some pharma companies have begun to venture into these new territories, such as **Johnson & Johnson** with its **ADHD Moms Facebook** group and **GlaxoSmithKline** with its **SMS campaign** for pharmacy assistants. However, with the growth of the digital market, online ad spending isn’t fully reflective of its use. She predicted that “online spending will continue to grow in this economy because it is measurable and accountable. It allows for better targeting. ... It’s [also] interactive and engaging, and it allows marketers to reach prospects through [the brand’s] entire lifecycle.”

Every day, approximately 8 million adults search online for health-related information. Krouse recommended using social media as a relationship marketing tool with consumers. It is a place to build relationships and to create engaging connections. Krouse cited data that stated that “the number one reason people use social media is to see what others are saying about a medication or treatment.”

Among the examples of innovate digital marketing is the Facebook group called ADHD Moms, created by IPG’s **GolinHarris** and sponsored by Johnson & Johnson’s **McNeil Pediatrics**. The site is for mothers of children with ADHD. The group provides podcasts, expert Q&A, polls, articles, and resources to its members. Within the first month, the group had 45,000-plus page visits and 5,000 fans.

Mobile Campaign for Hayfever

GlaxoSmithKline also used an SMS (short message system) campaign for its hayfever nasal spray, **Flixonase**. The mobile marketing campaign targeted pharmacy assistants by sending three different messages per week, including quizzes and prize offers. This engaged pharmacy assistants through a direct, personal communication tool. Mobile phones are something most people have with them at all times. Krouse stated they are a great way to reach people.

Another prime example of digital marketing was done in a video game. The advergaming are intended to make education fun and engaging. **Re-Mission**, created by **HopeLab** and distributed by **CIGNA**, is a cancer fighting game for teens diagnosed with the disease. “It’s empowering teens in their battle against cancer. They did a study and saw that people who played this game versus the group that did not had better treatment outcomes. They almost got to understand what was actually happening in their body,” Krouse said.

DTC INSIGHT

** There are a plethora of opportunities for marketers trying to reach consumers in today’s digital world. Marketers have been presented with the chance “to reach people where they are. It’s about life pattern marketing,” stated Krouse. This is an ‘on demand’ culture, so marketers need to start experimenting in these new media spaces before they are left behind. The new ROI is now ‘return on involvement.’ Involve and create engaging experiences for your consumers with rich, interactive media.*

Building Intimacy Leads to Trust, 'Show 'em That You Know 'em'

"When you show customers that you know them, you build the intimacy that leads to trust," **Tom Clark** said at the recent **DTC Perspectives'** fall conference. He recommended that marketers think of the word 'intimacy' as "into me see," so they can see more of who their customers really are and then reflect that in advertising concepts.

When ads are intimate, they create a link of deep customer understanding with the benefit of the brand. This earns the customer's trust and loyalty. "A great example of brand intimacy was **Zimmer's** "Blue Ladies Campaign" for its gender solutions knee. ... The women in that spot really were representative of [the target consumer]," he stated.

- "Brand intimacy leads to trust, leads to sales, leads to loyalty, and over time, leads to evangelism," said the senior vice president of ICC•TRIO. Looking at **Maslow's hierarchy of human needs**, Clark added his own to the list, saying, "There is a need to be understood. The need to know, as a customer, that someone somewhere understands who I am."

Clark also quoted **Douglas Atkin**, chief strategy officer of **Merkley + Partners**, from an appearance on **PBS' Frontline**, "When we engage our customers, we show them that we've respected and engaged them. Now the customer is more predisposed to what we're trying to sell. There is mutual respect and as a result, mutual commitment."

"We're suffering from the eroding trust," Clark said. In pharma, he said, DTC ads should "emphasize the customer point of view ... [by using] real situations, recognizable dialogue and resonant music. ... Show 'em that you know 'em," he added. "The next time you have to create or approve an ad, ask: 'Is this speaking intimately with my customer?'"

DTC INSIGHT

** As Clark stated, brands should incorporate consumer insights into the core idea of the brand, and carry that throughout the brand's entire positioning.*

Assessing External Factors That Shape the Healthcare Marketplace

DTC marketers should use a **PEST assessment** (a review of political, economic, societal and technological factors) to help identify the external forces influencing consumer behavior, **Keli Walbert** told attendees at the fall conference. Walbert, a former Abbott Labs marketer who was named vice president of integrated marketing at the **American Medical Association (AMA)**, noted that marketers typically cannot control these factors, yet need to develop marketing plans with them in mind.

Despite consumers having and wanting more control, they still need and want help. Pharmaceuticals are also now entering into a commoditized-centric world; therefore they need to "deliver a believable and tangible value" with their products. Walbert discussed three hurdles facing marketers. Advertisers need to realize that they are marketing health-care first. The second hurdle is getting the consumer to purchase from their company, done by creating trust, transparency, efficacy and ethical behavior. Lastly, they are selling a pharmaceutical product. Not sticking to these influencers will "undermine the effectiveness of marketing efforts."

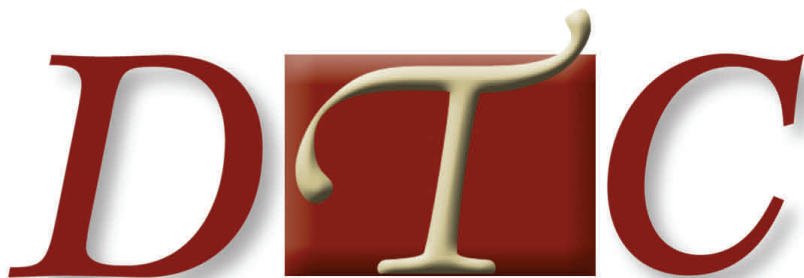
Moving onto the economic factor – which is critical today given the troubles on Wall Street – Walbert said marketers need to be aware that this global crisis will affect millions of patients and consumers – and that the impact will linger into early 2009 as many companies adjust last June's forecasts to reflect the economic crisis.

- "The **Wall Street** debacle didn't happen until September / October," she said. "So in the first quarter, we can expect that there is going to be another economic breathtaking because companies are going to re-forecast the marketplace and there's going to be lots of announcements about new economic targets as the realities of what's happened on Wall Street kind of roll through."

Consumers "feel very out of control of their lives and they really want to feel in control in any way possible, so that is an inflection point for some of your marketing activities," she said.

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ON THE MOVE

The **American Medical Association (AMA)** named **Keli Bennett Walbert** vice president of integrated marketing, effective in October. She is a former consumer marketer for **Humira** (Abbott Labs) and a Top 25 DTC Marketer.... **AstraZeneca** named **Rich Fante** president of its U.S. business. Fante was vice president of brand strategy and portfolio operations. He succeeds **Tony Zook**, who was named president of **MedImmune**, a unit of AstraZeneca. Zook continues as chief executive of AstraZeneca North America and head of global marketing.... **PDI** named **Nancy Lurker** chief executive and a director. Lurker was a senior vice president and chief marketing officer at **Novartis**.... **Anderson DDB Health & Lifestyle** named **Tony Miller** executive creative director. He was a creative director at **Smith Roberts Creative Communications**.... **Sullivan** has hired **Jeanne Cloppse** as practice lead of healthcare.

InsightExpress, a digital marketing research firm, hired **Shannon Gessner** as market research manager in its digital media measurement analytics group. Earlier in her career at **Avenue A | Razorfish**, Gessner was responsible for media planning and buying and strategy execution for a large pharmaceutical client.... **Vox Medica** named **Stephanie Vieira** vice president, client solutions director of brand recognition. Vieira most recently was a vice president at **Manning Selvage & Lee's** healthcare division in New York, where she worked on such consumer and professional accounts as **Oral-B**, **Ambien** and **Fuzeon**. **HC&B Healthcare Communica-**

tions has named **Mandy Buhler** as media director, reporting to **Lloyd Sheep**, the senior vice president, chief strategist. **Cornerstone Therapeutics, Inc.** hired **Josh Franklin** as vice president of marketing. He joins the company from **Ther-Rx Corporation**, a subsidiary of **KV Pharmaceutical**, where he was also vice president of marketing. His previous marketing roles have included working for **Biovail Pharmaceuticals** and **Ross Products Division, Abbott Labs**.

• **Agencies & Media**

Johnson & Johnson named **WPP Group** and **Interpublic Group** as agencies of record for its pharmaceutical division, which spent an estimated \$110 million on advertising in 2007, according to **TNS Media Intelligence**. Separately, **Johnson & Johnson** acquired **HealthMedia**, a company that creates Web-based behavior change interventions, emulating a health coach, after years of implementing its programs.... **Nielsen** canceled its out-of-home television audience measurement service, a joint venture with **Integrated Media Measurement**, and also canceled its **2009 annual client meeting** which was set for March 11-13 in Las Vegas.

A new Phase III study showed that combining **Abbott Laboratories'** experimental drug, **TriLipix** (a derivative of **TriCor**), with **Crestor** from **AstraZeneca** "led to greater improvements than the corresponding monotherapy in treating" triglycerides and LDL and HDL cholesterol. **TriLipix**, whose agency of record is **Carbon**, is expected to receive **FDA** approval before the end of the year.

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- Too much time
- Too much money
- Too much risk
- Not sexy

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