



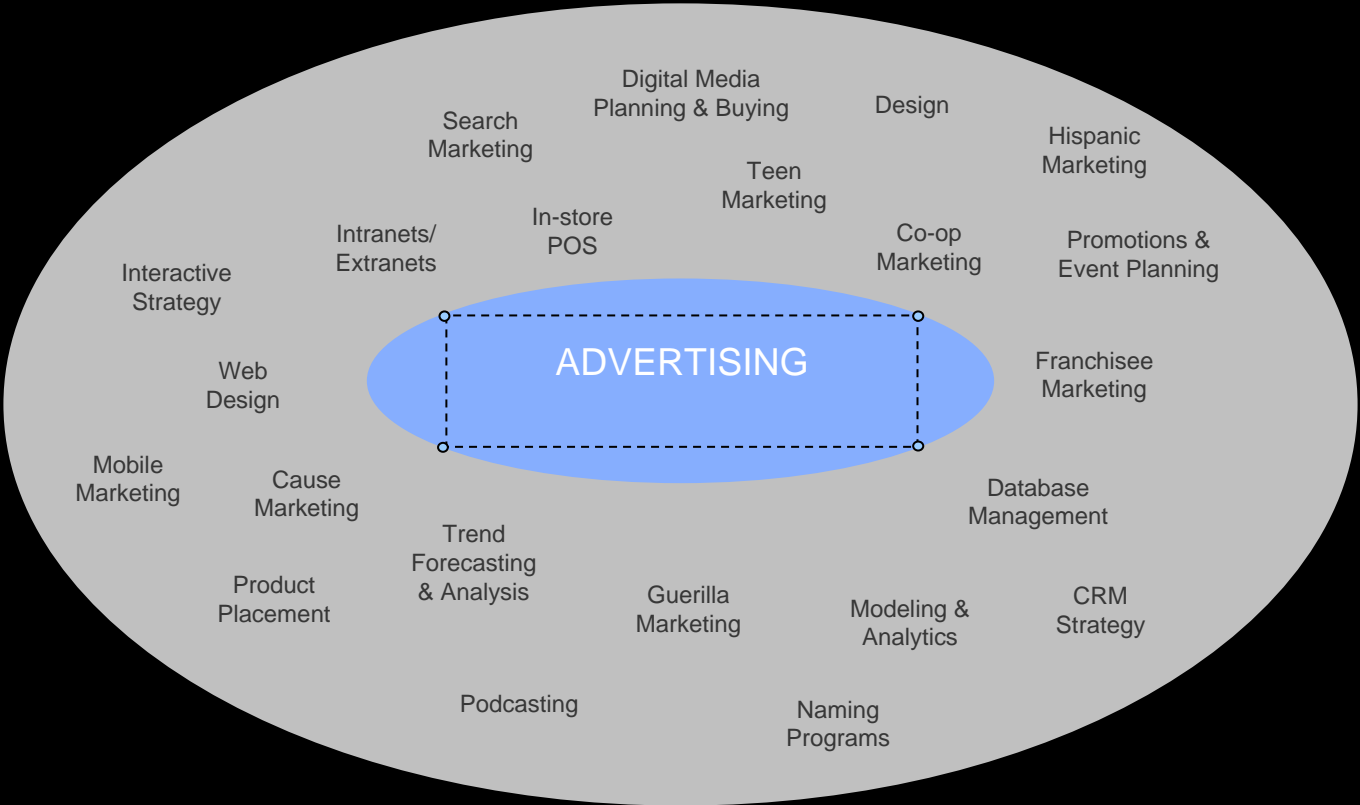
THE SOCIAL NETWORKING DILEMMA



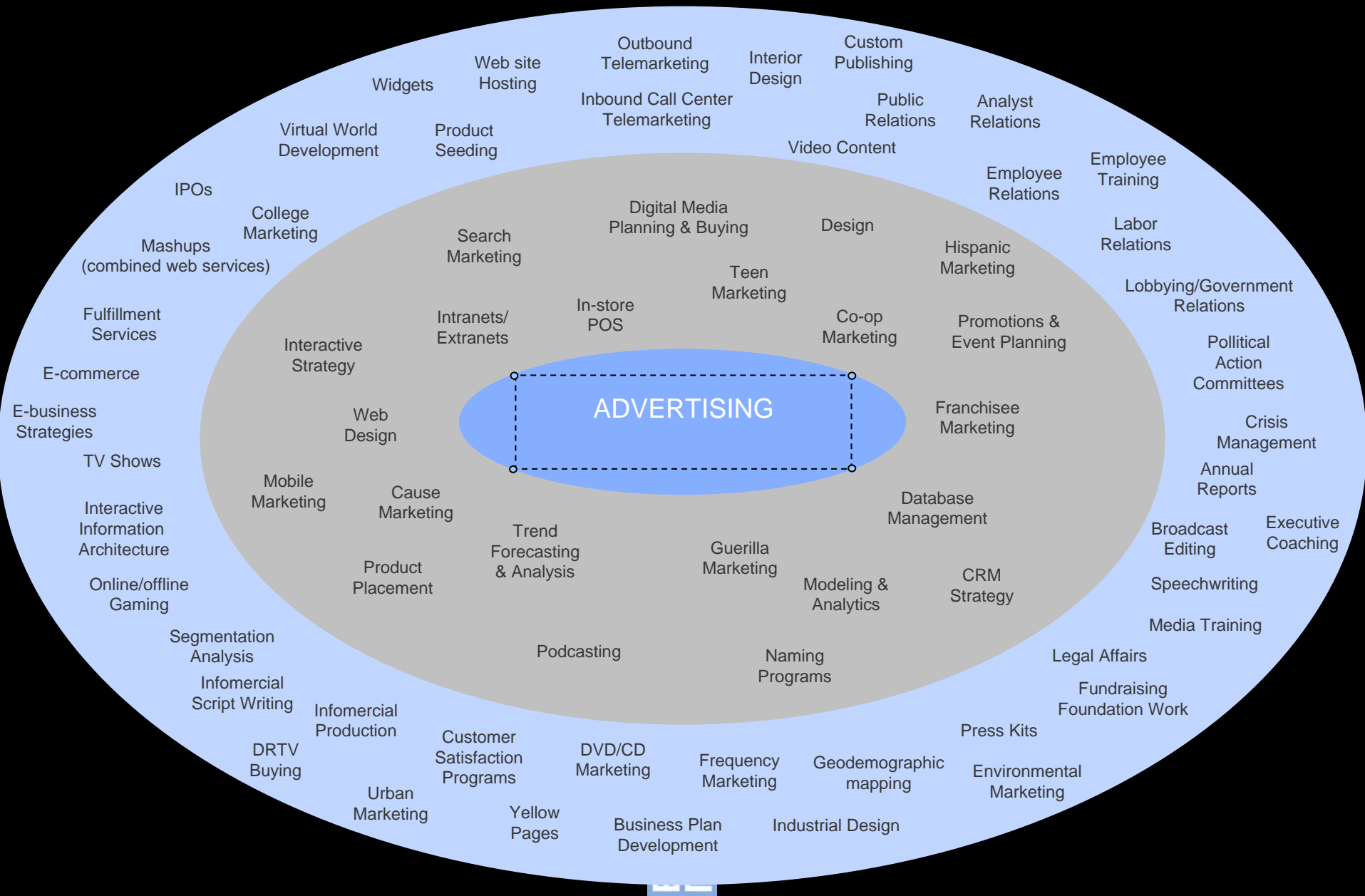
THE WORLD OF MARKETING COMMUNICATIONS USED TO LOOK LIKE THIS:



RECENTLY, IT BEGAN TO LOOK LIKE THIS:

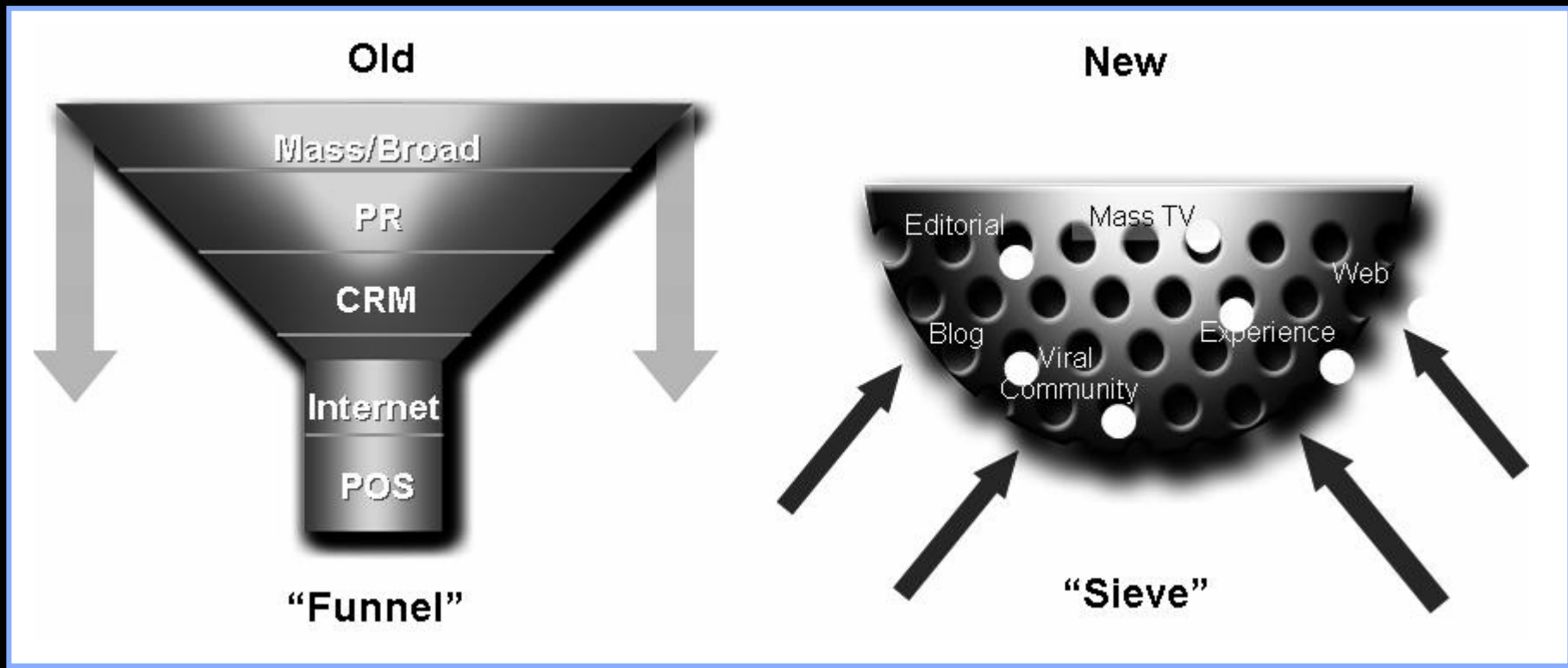


NOW, IT LOOKS LIKE THIS:



THE CHANGING LANDSCAPE

The on-the-go, connected consumer engages with you **AT WILL**



HOW IS PHARMA COPING?

- Only 9% of Pharma marketers state emerging media is important today
 - Jumps to 46% by 2011
 - \$4B+ in estimated advertising spending on social networks in 2011 (2X 2008)
- Significantly lagging actual patient usage today
 - Approximately 54MM adults claim to use social networks
 - 36% have ever used social networks to find what other says regarding diseases/Rx meds
 - Past 12 months usage by disease state ranges from 14% (Diabetes) to 33% (Insomnia)
 - Double the influence of TV/Print/brand.com (16% vs. 8%)

Source: RapLeaf Study of Social Network Users 7/08; eMarketer Social Network Marketing Report 12/07; Jupiter Research Online Health 2/07; Forrester's NACTAS Q4 2006 Healthcare Online Survey



THE POTENTIAL PAYOFF

- “Social network marketing is not the same as it was last year, and it will not be the same next year as it is today”
 - Social networking enhancements to existing platforms (e.g. online shopping)
 - Hypertargeting
- Already Proven Results
 - Dramatic increases in click-through rates
 - Brand Awareness gains
- Soon to be Proven Results
 - Enhanced credibility of messages
 - Brand recommendations
 - Compliance

Source: eMarketer Social Network Marketing Report December 2007



THE ISSUES: THE 3 R's

- Regulatory
- ROI
- Relevance



THE ISSUES: THE 3 R's

- Regulatory

- 50% of marketers state lack of FDA guidance is primary barrier
- Only 18% believe social networks are “low risk”
- Lack of established corporate guidelines

- ROI

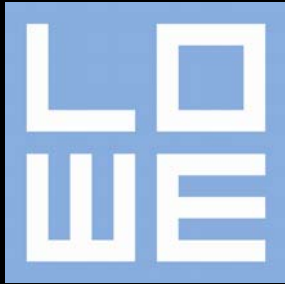
- 54% state inability to prove ROI
- 35% state positive ROI from social network programs
 - 4% negative
 - 41% don't know

- Relevance

- Over 50% of decision makers have never visited a social network site

Source: RapLeaf Study of Social Network Users July 2008; The Trend Report May 2008; eMarketer Social Network Marketing Report December 2007





THANK YOU

