10 PRESCRIPTIONS FOR EFFECTIVE DTC ADVERTISING

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Introduction to the Speakers

FRANK CHIPMAN
Vice President – General Manager
Lieberman Research Worldwide

PHIL SAWYER
President of PW Sawyer Consulting
www.theadvertisinganlyst.com

Purpose of the Presentation

The Value of Experience

The Best Practices Idea: It's all about probability

A Lesson From Huckleberry Finn

The Real, Practical Value: Save Time and Money

Learn from past mistakes

Learn from past mistakes

What Do We Do With a Problem Like Rozerem?

- Overly focused on creative
- Abstract - Unrelatable
- USP Overshadowed

Ads Were a Dream, Sales a Nightmare

By ID Admin on January 8, 2007 7:52 PM | Permalink

By Jim Edwards

Terrible performance in market

But seven months into the Rozerem campaign the results are mixed, to put it mildly. The brand is a distant sixth in its category, with a 2.4% share behind two unadvertised generics and the category's titans: Ambien (36.8% for Ambien, 17.5% for Ambien CR) and Lunesta (12.3%), per IMS Health.

Worse, Takeda may have spent more on ads than the drug made back in sales: between January and September 2006, Rozerem earned $48.7 million in estimated wholesale revenue, according to IMS Health (that number does not include prescriptions handled by mail). But the company has spent nearly $100 million on ads, per Nielsen Monitor-Plus.

1. Beware the "Attention Vampire"
2. Avoid abstractions

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| BRAND RECOGNITION	LIKELY TO TAKE ACTION	EMOTIONAL ENGAGEMENT	RATIONAL ENGAGEMENT
Above Average	**Below Average**	**Below Average**	**Considerably Below Average**

WHAT SEEMS TO BE WORKING

- Early Branding
- Clear Benefits

CHALLENGES

- The "star" is a figure in silhouette/ Abstract
- Surroundings are surreal as well
- Constant movement tends to distract from the benefits, constituting an attention vampire

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3. Visualize the Problem

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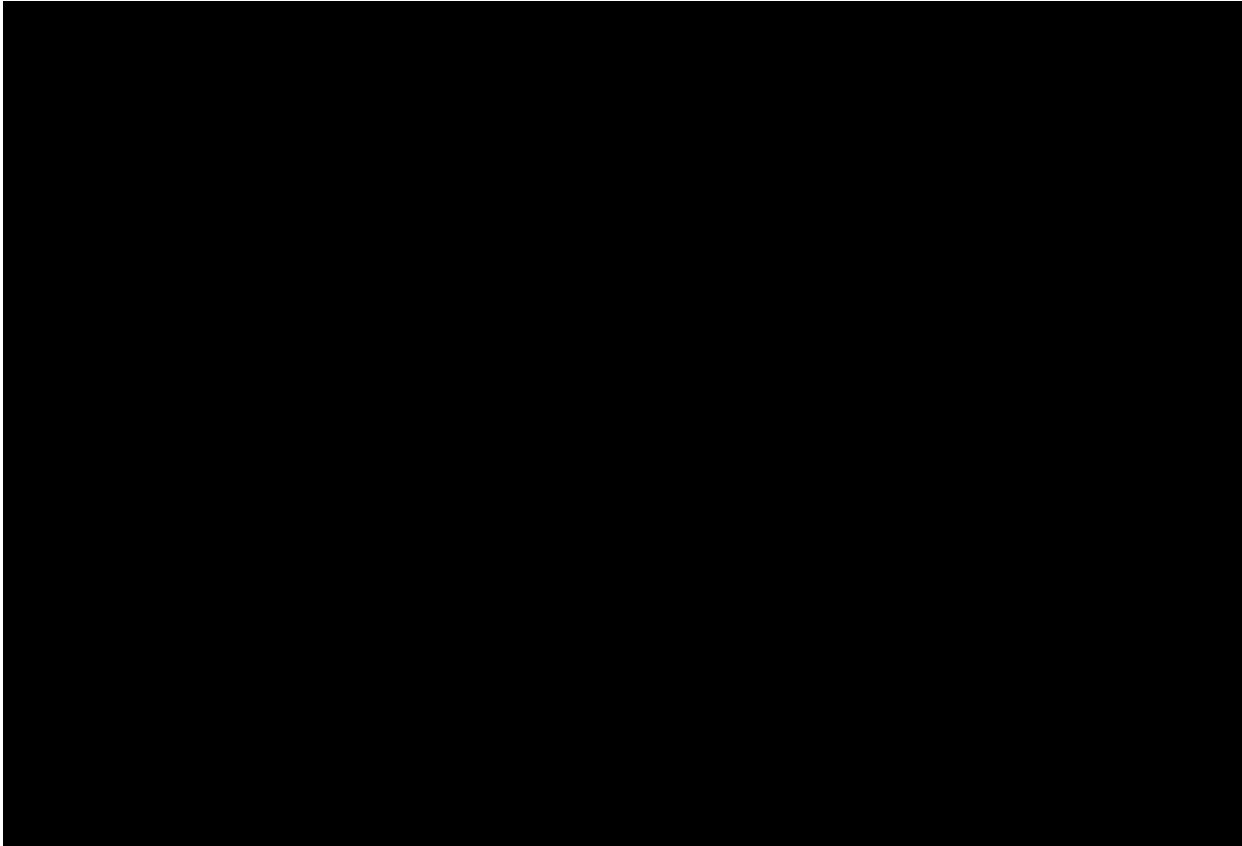
3. Visualize the Problem

What is working

- Very High Engagement
- Shock Factor
- Great Mnemonic
- Problem Resolution

Challenges

- Getting Approval
- Doctor Reaction?

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4. Use Mnemonics

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What Is Working

- Clear Reference Point
- Emphasizes Differentiation
- Tender approach, to attract women

Challenges

- Passive Pacing

5. Exploit the Power of Testimonials

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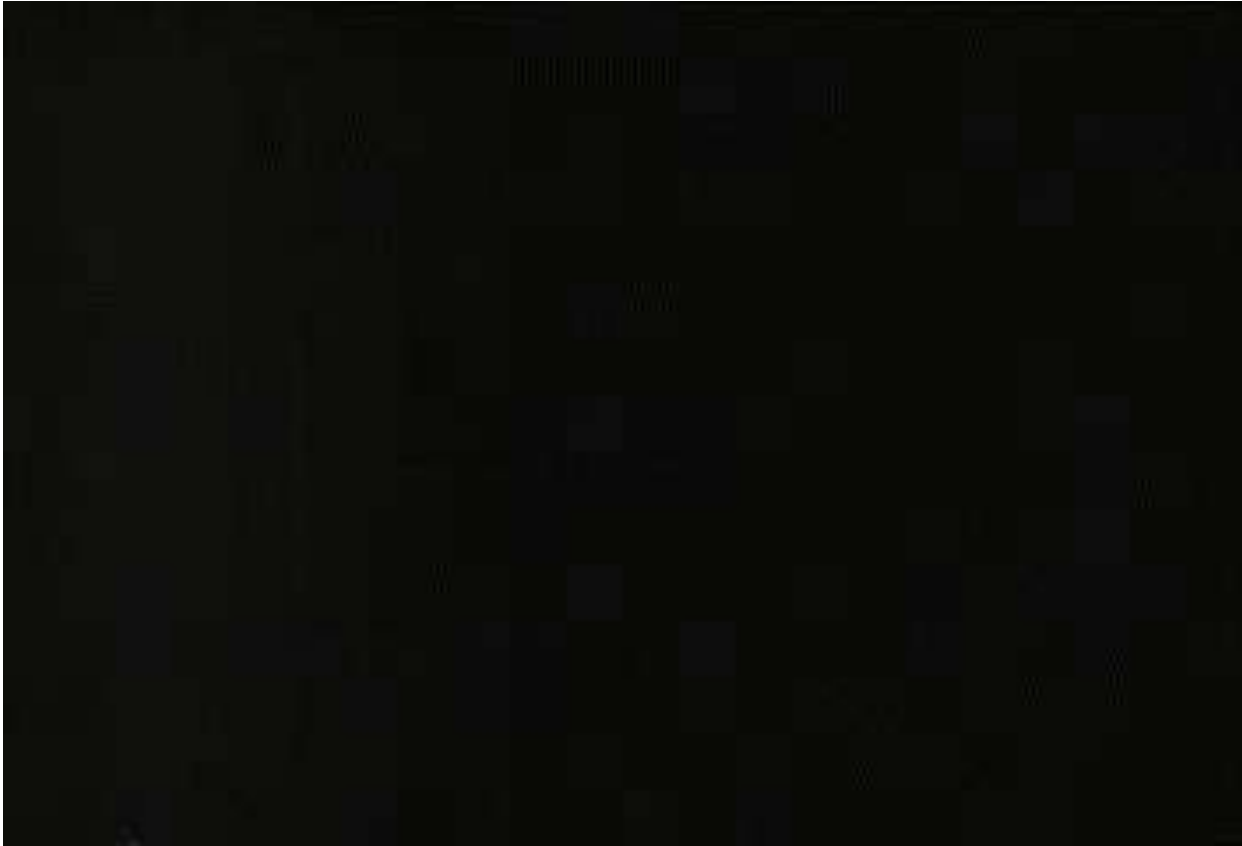| BRAND RECOGNITION	LIKELY TO TAKE ACTION	EMOTIONAL ENGAGEMENT	RATIONAL ENGAGEMENT
Average	**Considerably Above Average**	**Considerably Above Average**	**Immensely Above Average**

WHAT SEEMS TO BE WORKING

- Engaging Close-up
- It's about "me" – not an emotional threat
- Offers biographical information
- Black and white – brings attention to the words rather than to "spectacle."
- Moves to color when the monologue ends

Chemical Imbalance

NERVE A

NERVE B

Dramatization

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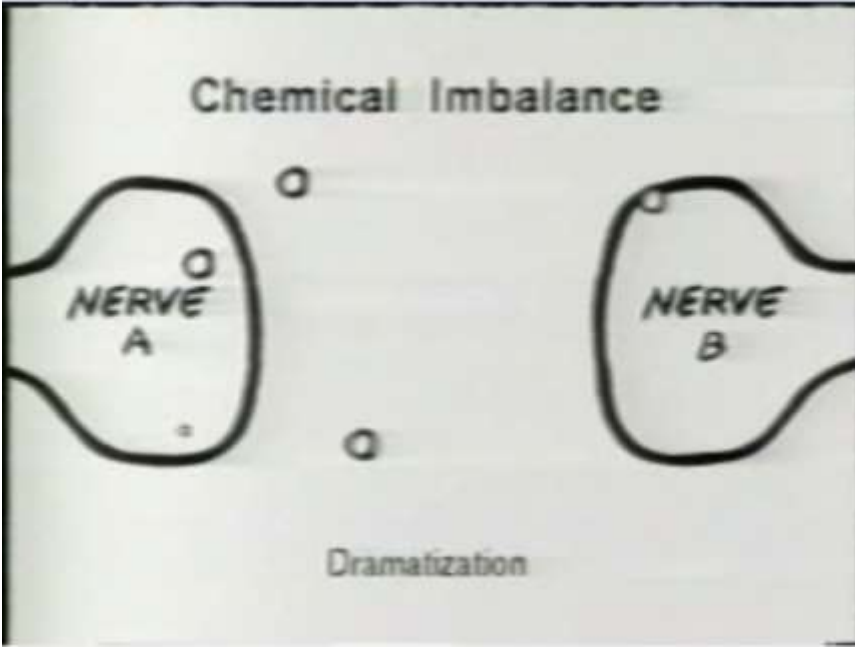
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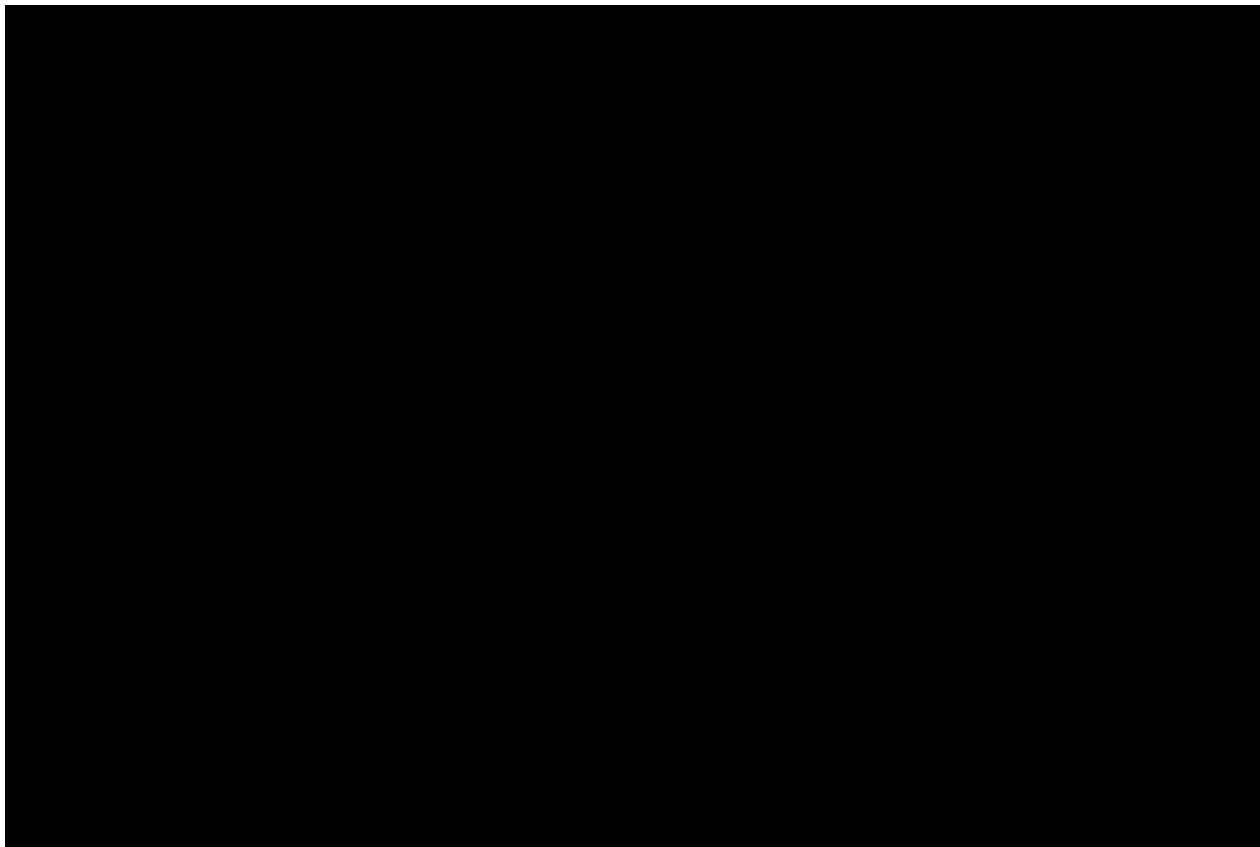| BRAND RECOGNITION	LIKELY TO TAKE ACTION	EMOTIONAL ENGAGEMENT	RATIONAL ENGAGEMENT
Average	**Above Average**	**Considerably Above Average**	**Above Average**

WHAT SEEMS TO BE WORKING

- Style captures attention right away
- Mnemonic improves power of branding
- Demo creates news
- Leadership stressed

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7. Eschew the "Quick Cut"

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Cialis®
tadalafil

BRAND RECOGNITION	**LIKELY TO TAKE ACTION**	**EMOTIONAL ENGAGEMENT**	**RATIONAL ENGAGEMENT**
Above Average	**Below Average**	**Below Average**	**Below Average**

WHAT SEEMS TO BE WORKING

- Quick Branding.
- Mnemonic device appears immediately
- Tenderness

CHALLENGES

- Many couples are presented – and very quickly.
- A number are shown from back
- Multiple settings, situations – "Busy-ness"

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8. Suggest Dynamism and Leadership

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What Seems to be Working

- Clear indication of Leadership
- Comparison to Januvia
- Relevance
- Visual stimulus – potential mnemonic

Challenges

- Mnemonic hard to describe

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9. Don't Forget the Doctors

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10. Be Mindful of Body Language

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WHAT SEEMS TO BE WORKING

- Believable spokesperson
- She makes direct eye contact
- With a pet – the power of animals to engage
- Heavy on the blue background
- Text emphasizes benefits ("helps reverse bone loss").

The Ten Prescriptions

1. Make it Real: Avoid Abstractions

2. Beware the "Attention Vampire"

3. Visualize the Problem

4. Use Mnemonics

5. Exploit the Power of Testimonials

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The Ten Prescriptions

6. Use Demos

7. Eschew the "Quick Cut"

8. Suggest Dynamism and Leadership

9. Don't Forget The Doctors

10. Be Mindful of Body Language

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The Wrap Up

Why Best Practices Matter

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