



# Is Using Spokespeople in DTC Ads Effective?

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*DTC Perspectives 2018*

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*DTC Does Not  
Work!*

**#FakeNews**

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# Background

- BS Pharmacy – Ohio Northern University
  - PhD Pharmacy Administration/Pharmaceutical Marketing – University of Georgia
  - Textbook – *Pharmaceutical Marketing (2013)*
  - Multiple peer-reviewed journal publications on DTCA
  - Drug Utilization Review Board Member – Georgia’s FFS Medicaid
  - Consultant for various firms across the country in pharmacy practice and pharmaceutical marketing
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# What does the research say?

- DTC Types
    - Product vs. Disease-Specific
      - **Rollins BL**, King KW, Zinkhan G, Perri M. Drug inquiry intent and information seeking behavior: a comparison of non-branded versus branded direct-to-consumer prescription advertisements. *Drug Information Journal* 2010; 44(6): 673-83.
      - **Rollins BL**, King KW, Zinkhan G, Perri M. Non-branded or branded direct-to-consumer prescription drug advertising – which is more effective? *Health Marketing Quarterly* 2011; 28(1): 86-98.
-



# DTC Types

- Product vs. Disease-Specific



ISN'T IT TIME TO BREATHE EASY?

**PRESCRIPTION MEDICATIONS CAN TREAT ALLERGIES OR CONGESTION RELATED TO:**

- Pollen
- Pet Dander
- Dust Mites
- Multitudes of other indoor & outdoor allergens

**WHAT IS ALLERGIC RHINITIS?**  
Allergic rhinitis, often called allergies or hay fever, occurs when your immune system overreacts to particles in the air that you breathe-you are allergic to them. Your immune system attacks the particles in your body, causing symptoms such as sneezing and a runny nose. The particles are called allergens, which simply means they can cause an allergic reaction.  
People with allergies usually have symptoms for many years. You may have symptoms often during the year, or just at certain times. You also may get other problems such as sinusitis and ear infections as a result of your allergies.

**SNEEZING? RUNNY NOSE? ITCHY EYES? CONGESTION?**  
Medication can help.  
If you have symptoms of seasonal allergies, talk to your doctor. Medications have been proven to provide powerful relief of the wide range of symptoms including sneezing, congestion, sinus pressure, runny nose, itchy nose, palate, and throat, and itchy, watery, red eyes.

1-877-BREATHE  
OR  
WWW.BREATHEEASY.COM

  
**DAB**  
PHARMACEUTICALS, INC.



# DTC Types

- Product vs. Disease-Specific



Only Oral Contraceptive with **3** indications

- o Prevention of Pregnancy
- 99% Effective when used correctly
- o Treatment of emotional & physical premenstrual symptoms severe enough to impact women's lives
- o Treatment of moderate acne.

*Anerim*<sup>®</sup> is the #1 brand of OC among OB/GYNs and Dermatologists

**C&C**  
*Pharmaceuticals, Inc.*

**IMPORTANT SAFETY INFORMATION**

Anerim contains 3-mg of the progestin drospirenone that has AntiMineralocorticoid activity, including the potential for hyperkalemia in high-risk patients, comparable to a 25-mg dose of spironolactone.

Anerim should not be used in patients with conditions that predispose to hyperkalemia (i.e. renal insufficiency, hepatic dysfunction and adrenal insufficiency). Women receiving daily, long-term treatment for chronic conditions or diseases with medications that may increase serum potassium should have their serum potassium levels checked during the first treatment cycle.

Medications that may increase serum potassium include ACE inhibitors, angiotensin-II receptor antagonists, potassium-sparing diuretics, potassium supplementation, heparin, aldosterone antagonists, and NSAIDs.

The following are the most common adverse events reported with use of Anerim during the clinical trials, occurring in >1% of subjects and which may or may not be drug-related: headache, menstrual disorder, breast pain, abdominal pain, nausea, leucorrhea, flu syndrome, acne, vaginal moniliasis, depression, diarrhea, asthenia, dysmenorrhea, back pain, infection, pharyngitis, intermenstrual bleeding, migraine, vomiting, dizziness, nervousness, vaginitis, sinusitis, cystitis, bronchitis, gastroenteritis, allergic reaction, urinary tract infection, pruritus, emotional lability, surgery, rash, upper respiratory infection.

**Patients should be counseled that OCs do not protect against HIV infection and other sexually transmitted diseases.** The use of oral contraceptives is associated with increased risks of several serious conditions including venous and arterial thrombotic and thromboembolic events (such as myocardial infarction, thromboembolism and stroke), hepatic neoplasia, gallbladder disease, and hypertension. **Cigarette smoking increase the risk of serious cardiovascular side effects; women who take OCs are strongly advised not to smoke.**

Visit [www.anerim.com](http://www.anerim.com) for more information.

*Anerim*<sup>®</sup>  
drospirenone & ethinyl estradiol



# DTC Types

- Product vs. Disease-Specific



which oral contraceptive is right for me?  
Are there other issues beyond birth control?

oral contraceptives may also help with:

- Acne
- Depression
- Weight Gain
- Severe Menstrual Cramps

Oral contraceptives employ synthetic hormones that mimic the properties of natural estrogens and/or progesterone to "fool" the female reproductive system. They provide constant levels of an estrogen and/or progestin in the blood, which inhibits maturation of an egg in an ovary & release of an egg from the ovary. In addition to the inhibition of ovulation, the constant level of an estrogen and progestin in the body prevents attachment of the egg. Progestins also promote production of thick, opaque mucus, which acts as a barrier to sperm. Estrogen and progestin may also alter the pattern of muscle contractions in the uterus and interfere with implantation. In case ovulation does occur, which is rare but can happen, these additional effects also help to prevent pregnancies.

The choice of an oral contraceptive should be individualized for each woman. Call with any questions or visit the website for more information about finding which oral contraceptive is right for you.

1-877-THE-PILL or [www.ocinfo.com](http://www.ocinfo.com)



C&C  
Pharmaceuticals, Inc.

# DTC Types

- Product vs. Disease-Specific
    - No difference between the 2 types on attitudinal variables
      - $A_{AD}$
      - $A_C$
      - $A_I$
    - More positive attitudes if had spoken to physician or asked for a prescription about a med they'd seen advertised
    - Disease-specific = significantly higher intentions to seek more information and discuss with physician
    - Behavior measure matched intentions
    - **Disease state involvement = most significant predictor** of attitudes, behavioral intentions, and actual behavior
-




# Spokespeople

- **Celebrity vs. Expert vs. Non-Celebrity**
    - Bhutada NS, Menon AM, Deshpande AD, Perri M. Impact of celebrity pitch in direct-to-consumer advertising of prescription drugs. *Health Marketing Quarterly* 2012; 29: 35-48.
    - **Rollins BL**, Bhutada NS. Impact of celebrity endorsements in disease-specific direct-to-consumer (DTC) advertisements: an elaboration likelihood model approach. *International Journal of Pharmaceutical and Healthcare Marketing* 2014; 8(2): 164-177.
    - Bhutada NS, **Rollins BL**. Disease-specific direct-to-consumer advertising of pharmaceuticals: An examination of endorser type and gender effects on consumers' attitudes and behaviors. *Research in Social & Administrative Pharmacy*. 2015; 11 (6): 891-900.
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# Spokespeople

- Celebrity vs. Expert vs. Non-Celebrity



**"Depression is more than sadness for me. It just doesn't go away."**

You can't leave depression at home. It goes everywhere with you. Depression is a serious medical condition that is more than sadness and can affect you in many ways. Nearly 1 in every 10 Americans suffer from depression. Depression can be treated and needs to be evaluated by a physician. Ask your doctor for more information about how to deal with depression. Take back control of your emotions and don't let depression become more than sadness. Visit the website below to learn more about my story and others like me or call the toll-free number now.

*MORE THAN SADNESS*

1-800-769-7221

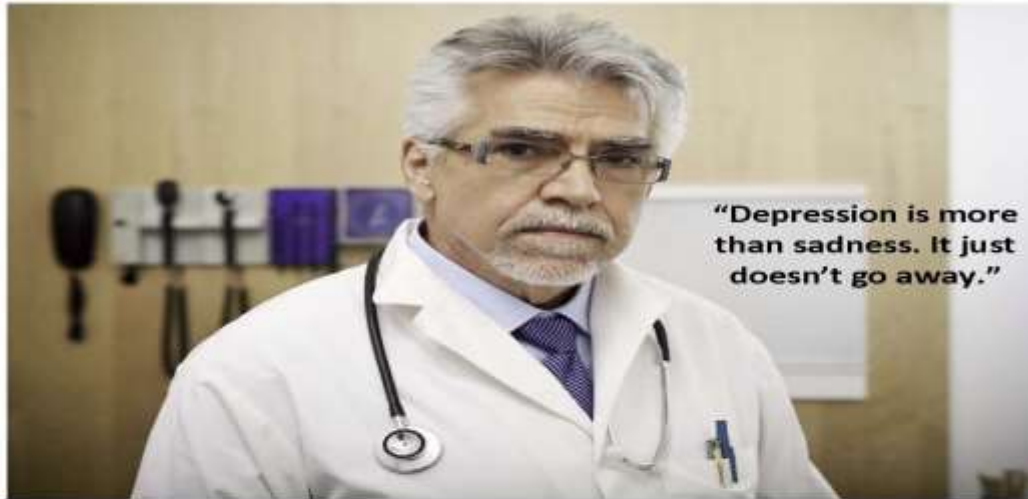
[www.morethansadness.com](http://www.morethansadness.com)

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*C&C*  
*Pharmaceuticals, Inc.*

# Spokespeople

- Celebrity vs. Expert vs. Non-Celebrity
    - More attention paid to the ad with a celebrity
    - No difference in attitudinal, behavioral intention, or information search behavior
    - Neither gender of endorser or consumer gender had a significant influence on outcome variables
    - Disease state involvement (again) = **most significant predictor** of consumer response and behavior
-



# Spokespeople

- Use a Celebrity – Which One?
  - Wakefield S, Dalal R, DasGupta R, **Rollins BL**. Predicting the Impact of Celebrity Endorsement in Pharma Marketing. Pharmaceutical Marketing Research Group (PMRG) Institute. Cherry Hill, NJ October 2016.

PHOENIX 



# Spokespeople

- Use a Celebrity – Which One?





# Spokespeople

- Use a Celebrity – Which One?
    - 14 different attributes studied
    - 15 different patient conditions
      - Varying degrees of impact on daily activities
  - **Results**
    - What drives action the most? = **Relatability**
      - Least = Edgy
    - Impact differs by patient condition
-

# Spokespeople

- Animation



The clock is ticking...  
What are you doing to keep your **high cholesterol** under control?

**Let us work together to attain your cholesterol goal**  
When it comes to getting your cholesterol under control, diet and exercise are great places to start. If, after all your efforts to lower your cholesterol level – including diet and exercise – your doctor still believes that you need to get your cholesterol level even lower, ask whether ENZACOL might help. It could be just what you need to help you get on your way to further lower your cholesterol level.

**Lower the Bad and Increase the Good**  
It is more important for people with high blood pressure and diabetes to lower their bad cholesterol (LDL). ENZACOL may make the difference you need. In fact, the 20-mg dose of ENZACOL, along with diet can significantly lower bad cholesterol and possibly reduce it down to half. Further, it significantly increases good cholesterol. However, your results may vary.

**Is ENZACOL right for you?**  
This is another important conversation you need to have with your doctor. You and your doctor can work together to decide the best course of treatment for you, based on your particular needs. ENZACOL is one of many cholesterol-lowering treatment options that you and your doctor can consider.

**Get more information about ENZACOL**  
Stachor Pharmaceuticals may be able to help if you are without prescription coverage and cannot afford your medication. To learn more about ENZACOL call 1-800-ENZACOL or visit [www.ENZACOL.com](http://www.ENZACOL.com)

To learn more about **ENZACOL**,  
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**Important safety information about ENZACOL**  
ENZACOL requires a prescription from your doctor. When diet and exercise alone are not enough, ENZACOL is used along with low fat diet and exercise to lower cholesterol. ENZACOL has not been determined to prevent heart disease, heart attack, or strokes. ENZACOL is not right for everyone. It is not right for people with liver problems, women who are nursing, pregnant or who may become pregnant. Your doctor will do blood test before and during the treatment with ENZACOL to monitor your liver function and may adjust the dose of your medication. While you are taking ENZACOL, if you experience any new muscle pain or weakness, contact your doctor immediately as this could be a sign of rare but serious muscle side effects. If goals are not reached with 20-mg dose of ENZACOL, a 40-mg dose is also available. Remember to tell your doctor about all of the medications you are currently taking prior to asking for Enzacol prescription. This may help avoid serious drug interactions. Side effects occur infrequently and include muscle ache, constipation, weakness, abdominal pain, and nausea. They are usually mild and often go away.

Please read the Important Product Information about ENZACOL on the next page and discuss it with your doctor.



Stachor Pharmaceuticals may be able to help if you are without prescription coverage and cannot afford your medication. You may even qualify for free medicines from Stachor Pharmaceuticals, Inc. Call 1-888-STACHOR or visit [www.stachor.com](http://www.stachor.com)



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# Spokespeople

- Animation



**Enzacol is keeping John's cholesterol well controlled.**

**The clock is ticking...  
What are you doing to keep your high cholesterol under control?**

**Let us work together to attain your cholesterol goal**  
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**Enzacol**  
enzastatin  
FOLLOW YOUR HEART

**STACHOR**  
Pharmaceuticals, Inc.

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# Spokespeople

- Animation
    - More favorable attitudes towards human spokes-character compared to the animated spokes-character.
    - No other significant differences among study variables
      - Attention paid to the ad
      - Drug inquiry intention
      - Perceived product risk
    - Disease state involvement (again) = **most significant predictor** of consumer response and intentions
-



# Spokespeople & Cues

- Testimonials

**LONGER LASHES ARE POSSIBLE**

Many women notice that their eyelashes grow shorter and thinner over time. While volumising products and eyelash extensions can help create the appearance of fuller eyelashes, Oculasian can help to restore a youthful look by promoting the growth of longer and fuller natural eyelashes.

**GROW YOUR OWN LASHES**  
WEEK 0... NOW      WEEK 12... WOW



Go to [OCULASIAN.com](http://OCULASIAN.com) or call 1-800-44OCULO to FIND A DOCTOR today.

**What is Oculasian?**

- Oculasian is a prescription treatment for hypotrichosis used to grow eyelashes, making them grow longer, thicker and darker.
- Easy three step application.
- You can stop use whenever. If discontinued, lashes will gradually return to their previous appearance.

Talk to your doctor about Oculasian today!  
Visit [OCULASIAN.com](http://OCULASIAN.com) or call 1-800-44OCULO

**OCULASIAN**   
Oculoprost ophthalmic solution | 0.03%

**Important Safety Information**

- If you are using prescription products for lowering eye pressure or have a history of eye pressure problems, only use Oculasian under close doctor supervision.
- May cause eyelid skin darkening which may be reversible, and there is potential for increased brown iris pigmentation which is likely to be permanent.
- There is a potential for hair growth to occur in areas where Oculasian comes into repeated contact with skin surfaces.
- If you develop or experience any eye problems or have eye surgery, consult your doctor immediately about continued use of Oculasian.
- The most common side effects are itchy eyes and eye redness.

You are encouraged to report negative side effects or quality complaints of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

Please see the following page for additional important safety information.

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Susan Edwards  
Business Analyst  
Milwaukee, WI

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Claire Walker  
Ophthalmologist  
Boston, MA

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Kim Kardashian  
Reality TV Personality

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# Spokespeople & Cues

- Testimonials
    - Expert endorsers generated significantly higher levels of source credibility.
    - Expert endorsers and consumer endorsers were not significantly different, yet these two groups were different from celebrities.
    - Respondents also clearly perceived celebrities as less similar.
    - Neither the endorser type nor the message type factor had significant main effect on the dependent variables, but the interaction of endorser type and message type significantly impacted ad believability and ad skepticism.
-



# Discussion / Themes

- What does all this mean to a pharmaceutical marketer?
  - Disease state involvement = **most significant predictor**

- Celebrities =



# Discussion / Themes

- What does all this mean to a pharmaceutical marketer?
    - Plateauing of effects
    - Just don't mess it up
-



# Next Steps

- Different DTC types (Product vs. Disease-Specific) and the Risk-Benefit equation
  - DTC and health outcomes
  - Social media
-

Thank you!!

Questions

?

**#DTCN18**

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