

Pharma Advertising: The 3.0 VERSION

The next generation of pharma advertising will likely feature a blend of new and traditional media formats shaped to fit the customized, interactive nature of 21st century communications, as well as the shifting landscape of healthcare itself.

VIEWPOINTS



Digital Takes the Lead

Digital agencies will take a growing lead in marketing strategies. Digital specialists will provide evidence-based marketing direction and metrics-based quantifiable

value integrated with sales results. In five years, the majority of HCPs will be using iPads and tablet PCs routinely. Applications will deliver sophisticated tools to generate medical improvements.

ELAINE OUSSOREN

CEO

Boomerang Pharmaceutical Communications



Customers No. 1

The biggest trend will be the emergence of the truly customer-centric pharmaceutical company which, in seeking to deliver greater value to

its customers, will set higher standards for its agencies in truly understanding the needs of physicians and patients and understanding how best to communicate with them while remaining compliant.

CAMILLE DESANTIS AND MARIA CASINI

Co-Presidents

Managing Partners, Guard Dog Brand Development LLC



Retail Therapy

A pronounced trend is taking place right around the corner — literally. Retail pharmacies are increasingly functioning as not only distribution channels for prescription and OTC

products, but also as healthcare destinations.

Clinics, immunizations, wellness events, and screenings are commonly available. Retailers' heightened focus on healthcare, coupled with the significant numbers of consumers going through their doors every day, makes this an ideal setting to reach and communicate with prospective patients when their health concerns are top of mind.

JIM O'DEA

President and CEO

LeveragePoint Media



Advertising: The Real Thing

Already chronically ill and on the critical list, "helping-the-seller-to-sell" style advertising will finally die. It will move to a customer-centric, customer-

driven, "helping-the-buyer-to-buy" model.

Companies will no longer be in charge of content — their audience will dictate that.

Brands will live or die by their openness, social "media-ness," relevance, and selflessness.

Advertising will once more be about generosity.

Just look at the new strategies employed by Coca-Cola and Pepsi to reference this change.

JON WATSON

Creative Director, UK

Ogilvy Healthworld



Reaching Its Potential

The biggest challenge is choosing the right venues for advertising when information about the audience historically has been limited. With the significant investment required

for consumer advertising, brand teams and media planners need to know that their money is being spent wisely. New advancements linking de-identified patient-level healthcare

data with audience profiles give advertisers a much better view of the best places to reach potential patients.

MELISSA LEONHAUSER

Director, Strategic Marketing
SDI



Communicating without Confusion

Digital media gives us many more communication channels, so we need to figure out how to integrate them and not confuse ourselves, our reps, and

our customers in the process. We can measure customer interactions like never before, which takes us into some very sophisticated analytics. How to engage, what to measure, and what to do with the data all should be based on a sound strategy or it's not going to be worth much at the end of the day.

ABBY MANSFIELD

Senior VP/Creative Director

Topin & Associates



Investing in Creativity

I often hear, "just be creative," which translates as "create" with less deference to strategy. Although this can be tempting, it can lead to conceptual

laziness. The challenge is to develop strategy that inspires — not dictates — creativity.

The best way to achieve this is to ensure members of the creative team are fully invested in the strategic process — a responsibility that lies as much with them as with the rest of the team.

MARCIA GODDARD

Executive VP, Creative Director

Torre Lazur McCann