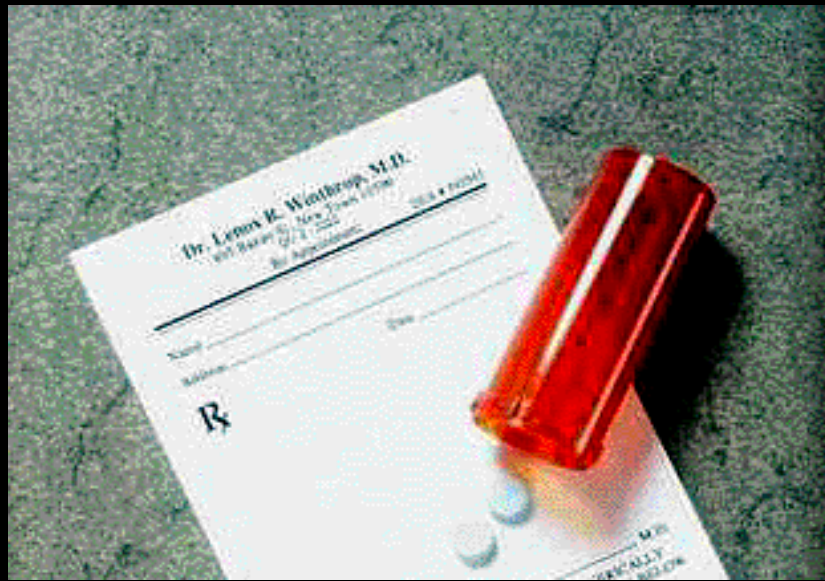


# ROI *for* DTC



A Study Measuring the Effectiveness of  
DTC Allergy Advertising *by* PERQ/HCI

# Why the DTC Allergy Market?

# The Category Leader

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**31%**

of total DTC advertising is  
spent on allergy medications

# The Balance has Shifted

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53%

of all allergy medication purchases are prescription, up from 47% a year ago

# The Consumer is in Control

88%

of patient requests for  
specific allergy medications  
are fulfilled by physicians



# The Method

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- 12-page, 4-color questionnaire featuring magazine ads and TV commercials
- Sample: 1,000 known allergy sufferers per campaign (20 campaigns)
- Market leaders using magazines and TV
- Before & after August 1997



# The Brands

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**Schering-Plough**      Claritin

**Hoechst**      Allegra

**Pfizer**      Zyrtec

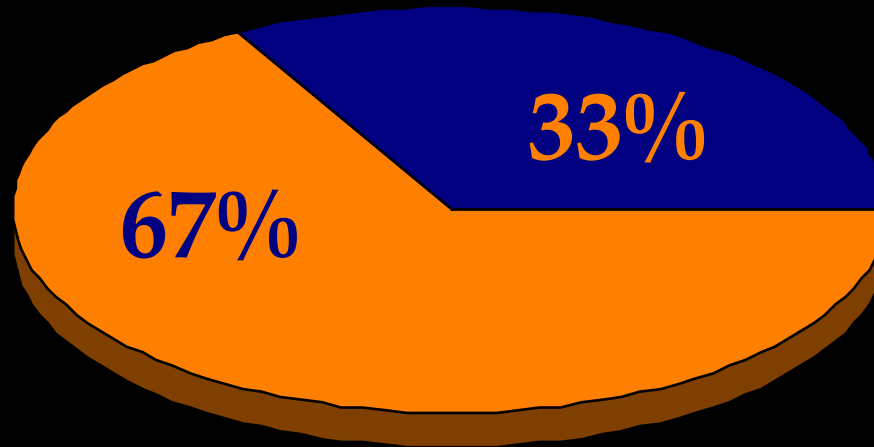
**Glaxo Wellcome**      Flonase

# The Brands

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## Advertising Spending

Television  
\$237.8 million



Magazines  
\$117.3 million

**Total: \$355 Million**

# The Brands

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## Average Campaign Budget *After August 1997*



**\$15 million**



**\$24.1 million**

**Campaign Awareness**

**Brand Recall**

**Message Association**

**Return on Investment**

# Campaign Awareness

Please indicate which ads you remember seeing ...

- Seen
- Never Seen



# Campaign Awareness

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Please indicate which ads  
you remember seeing ...

- Seen
- Never Seen

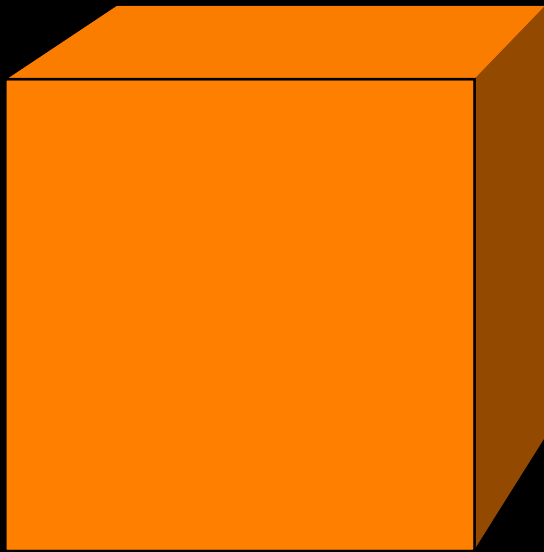


# Campaign Awareness

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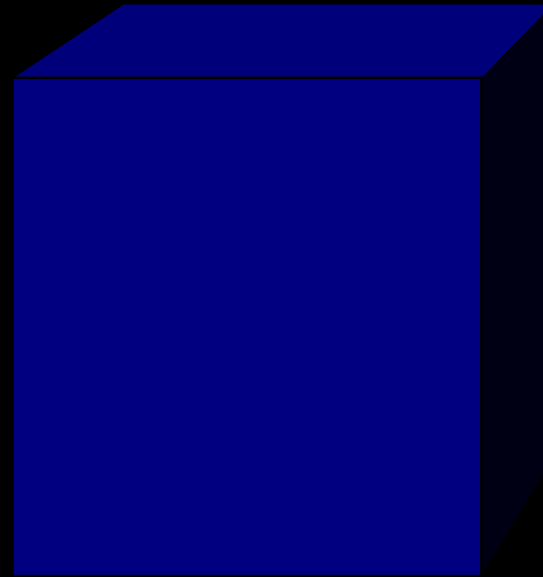
*After August 1997*

34%



**Magazines**

36%



**Television**

# Brand Recall

Where you recall,  
please provide the  
product name which  
has been masked out ...

Product name \_\_\_\_\_



# Brand Recall

---

Where you recall,  
please provide the  
product name which  
has been masked out ...

Product name \_\_\_\_\_

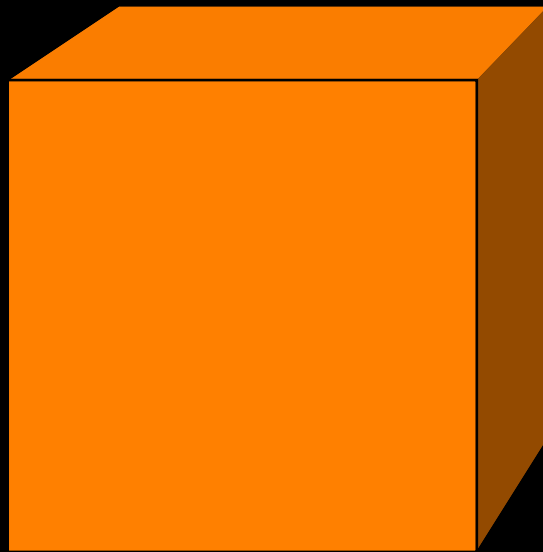


# Brand Recall

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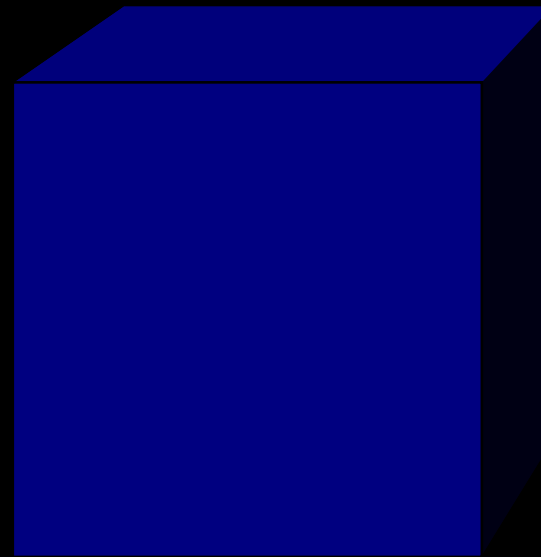
*After August 1997*

19%



**Magazines**

19%



**Television**

## Average Campaign Budget

Magazines \$15,000,000

Television \$24,100,000

## Campaign Awareness

Magazines 34%

Television 36%

## Brand Recall

Magazines 19%

Television 19%

# Key Finding

Magazines generate similar awareness & recall levels as TV at lower expenditures

# Message Association

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## Message

"Get convenient, non-drowsy seasonal allergy relief that dissolves on your tongue without water."

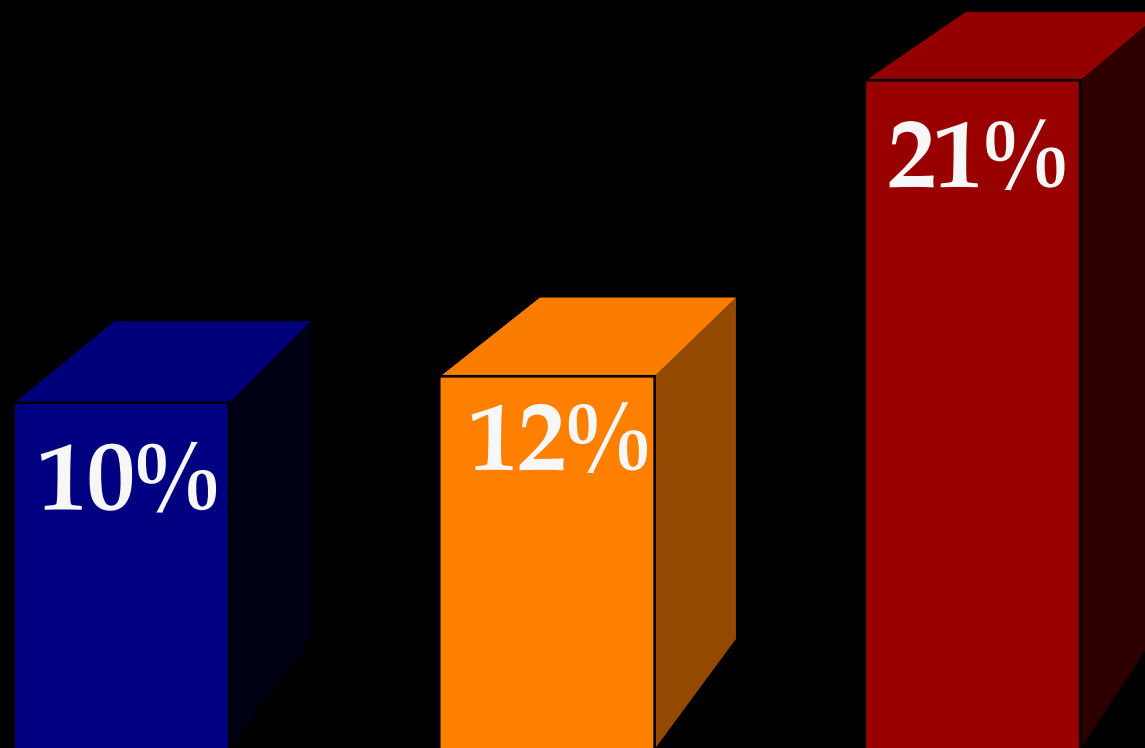
## Product

- Allegra
- Benadryl
- Claritin Tablets
- Claritin Reditabs
- Flonase
- Hismanal
- Tavist-1
- Zyrtec
- Don't Recall

# Message Association

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**% Correct Message Association**  
*After August 1997*



TV

Magazines

Mag & TV

# Key Finding

A media mix is the most effective way to get the DTC message across

# Message Association

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## Message Diagnostics

*Before 8/97*

**Overall Believability**

**49%**

**Overall Importance**

**39%**

*After 8/97*

**Overall Believability**

**36%**

**Overall Importance**

**33%**

**What's the  
bottom line?**

A ROI calculation developed  
by PERQ/HCI and the top 25  
pharmaceutical manufacturers



Incorporates survey data  
and wholesale prescription costs  
supplied by the manufacturers

# The PERQ/HCI Formula

Product usage as a  
result of advertising *(Survey data)*

**X**

Cost per "script" *(Manufacturer)*

**X**

Average refill rate *(Manufacturer)*

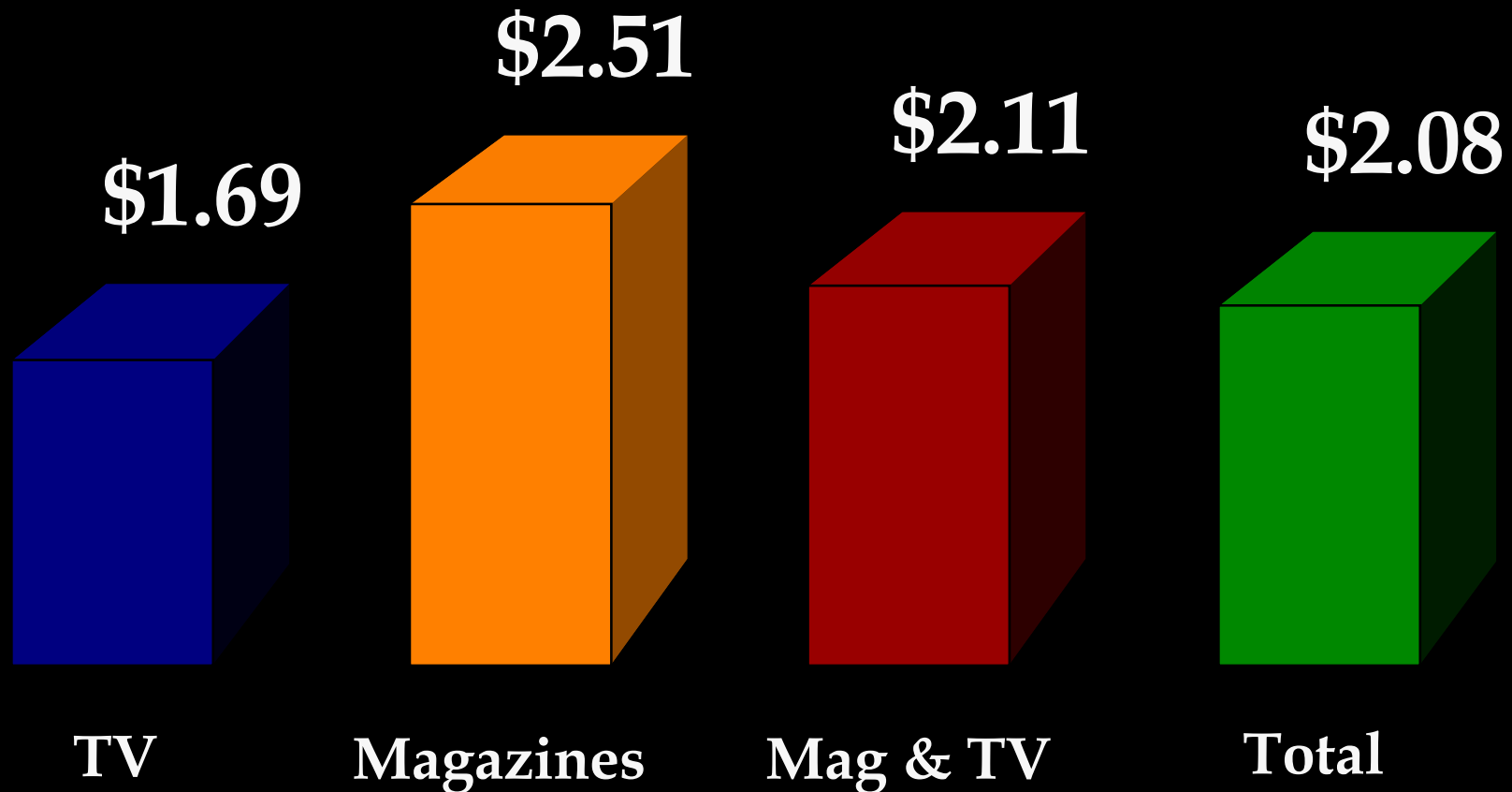
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Advertising Cost

# Return on Investment

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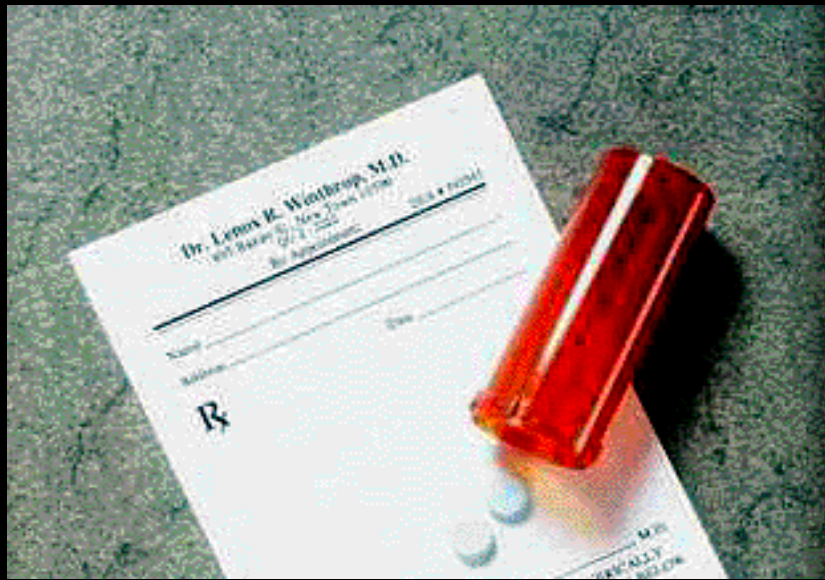
*After August 1997*



# Key Finding

Magazines alone - and  
magazines in a media mix -  
produce the highest return  
on advertising investment

# ROI *for* DTC



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