

IDENTIFYING POWERFUL MEDICAL ADVERTISING

6th Annual Program Generated Responses From More Than 5,700 Physicians

Dusa's ClindaReach and Pfizer's Chantix Highest Scoring Ads

CLINDAREACH

Category: Highest-Scoring Ad
(Specialist Audience)
Marketer: Dusa
Agency: Topin & Associates

CHANTIX

Category: Highest-Scoring Ad
(Generalist Audience)
Marketer: Pfizer
Agency: Euro RSCG Life LM&P

COLAZAL

Category: Highest-Scoring Ad
(One Page)
Marketer: Salix
Agency: MedThink

CHANTIX

Category: Highest-Scoring Ad
(Two Pages)
Marketer: Pfizer
Agency: Euro RSCG Life LM&P

GARDASIL

Category: Highest-Scoring Ad
(Three Pages)
Marketer: Merck
Agency: Juice Pharma

CLINDAREACH

Category: Highest-Scoring Ad
(Four Pages and Over)
Marketer: Dusa
Agency: Topin & Associates

VALCYTE (1 PAGE)

Category: Anti-infectives
Marketer: Roche
Agency: Ferguson

NATRECOR (3 PAGES)

Category: Cardiovascular
Marketers: Scios
Agency: AbelsonTaylor

CLINDAREACH (4 PAGES)

Category: Dermatological
Marketer: Dusa
Agency: Topin & Associates

CYMBALTA (4 PAGES)

Category: Diabetes
Marketer: Lilly
Agency: GSW Worldwide

COLAZAL (1 PAGE)

Category: Gastroenterology
Marketer: Salix
Agency: MedThink

CYMBALTA (4 PAGES)

Category: Neurology
Marketer: Lilly
Agency: GSW Worldwide

FOSAMAX PLUS D (1 PAGE)

Category: Ob/Gyn
Marketer: Merck
Agency: DraftFCB HealthCare

AVASTIN (1 PAGE)

Category: Oncology
Marketer: Genentech
Agency: Harrison and Star

PATADAY (3 PAGES)

Category: Ophthalmology
Marketer: Alcon
Agency: Corbett Worldwide

VIGAMOX (2 PAGES)

Category: Pediatrics
Marketer: Alcon
Agency: Corbett Worldwide

ROZEREM (1 PAGE)

Category: Psychiatry
Marketer: Takeda
Agency: AbelsonTaylor

TRACLEER (1 PAGE)

Category: Respiratory
Marketer: Actelion
Agency: Giant

FLOMAX (1 PAGE)

Category: Urology
Marketer: Boehringer Ingelheim
Agency: DraftFCB HealthCare

THE DOCTORS' CHOICE AWARDS, an annual study conducted by the Association of Medical Media, researched physicians' attitudes toward product advertising via a Web-based study of 327 ads from the 200 most widely advertised products in 2007. This year 5,742 physicians responded with their preferences in medical journal messages.

This is the sixth year of The Doctors' Choice research into physician attitudes toward medical journal advertisements. Awards were made in 13 product categories, in four page-unit categories, and for the highest scoring specialist and generalists ads.

After being reviewed, the ads were judged based on the following criteria:

- Their ability to communicate clearly and quickly;
- Whether they helped with clinical decisions;
- If the ad prompted seeking more information or re-examining treatment;
- Whether the ad generated interest;
- If it added to information provided by company sales reps; and
- If the ad underscored the value of the product prescribed.

The highest-scoring medical journal ads were for Pfizer's two-page Chantix ad from Euro RSCG Life LM&P in the generalist physicians category and for Dusa's four-page ClindaReach ad from Topin & Associates in the physician specialty category.

For more information about The Doctors' Choice Awards, visit the AMM's Website at ammonline.org. ♦

PharmaVOICE welcomes comments about this article. E-mail us at feedback@pharmavoices.com.



▲ Members of the winning Pfizer/Euro RSCG Life LM&P Chantix team accept their award from AMM officials.

► Representing the ClindaReach winning team are: Mike Zuccala, Dusa, and Alan Topin, Topin & Associates, who flank AMM President David March.



Who will be the 2009 HBA



LAST FIVE YEARS

2008

Charlotte Sibley
Senior Vice President
Leadership Development
Shire Pharmaceuticals

2007

Meryl Zausner
Vice President and CFO
Novartis Oncology

2006

Sue Desmond-Hellmann, MD, MPH
President, Product Development
Genentech

2005

Lynn O'Connor Vos
President and CEO
Grey Healthcare Group

2004

Christine Poon
Worldwide Chairman
Medicines and Nutritionals
Johnson & Johnson

THE WOTY AWARD TURNS 20!

SAVE THE DATE — THURSDAY, MAY 7, 2009.

In 2009, the Healthcare Businesswomen's Association will honor one outstanding woman in the healthcare industry...at the Hilton New York. The HBA is committed to increasing recognition for outstanding women in all facets of the healthcare industry.

Think of a woman who you feel is making a special and significant contribution. Think of a woman who is a leader, a pioneer, or an entrepreneurial success.

Tell us what makes her special, which attributes and accomplishments set her apart. A nomination form and selection criteria can be found on the HBA website at www.hbanet.org. Send your nomination form, with supporting information, by email to: WOTY@hbanet.org.

The deadline for nominations is Wednesday, December 31, 2008.

Please visit www.hbanet.org for more information on the industry event of the year!

Make sure your voice is heard and your nominee considered for the 2009 HBA "Woman of the Year" Award.



REQUIRED EXPERIENCE FOR HEALTHY CAREERS