

Pharmaceutical Industry

Pharmaceutical marketing is often associated with physician leave behinds, but the promotional opportunities extend far beyond the doctor's office. The 2007 Counselor State of the Industry Survey highlighted the pharmaceutical market as the number-one target sector, as it accounted for more than 10% of overall ad specialty revenues. Recent regulatory crackdowns have created an opening for savvy marketers who understand how to tap the consumer and new area's of growth.

Over-the-Counter Drug Gift with Purchase – With competition fierce in the over-the-counter drug market, pharmaceuticals are looking for ways to differentiate their product from the competition. Digital entertainment incentives make ideal in-pack promotions. Because consumers must go online to redeem their content, they can first be directed to an information page that provides details about a new drug, or be required to fill out a short registration form, enabling pharmaceuticals to build customer databases for ongoing sales and marketing efforts.

Consumer Outreach – Pharmaceuticals have turned up the heat on their direct-to-consumer marketing efforts and are in need of incentives that will enable them to connect and interact with potential customers. The universal appeal and low delivery cost of music downloads, make them a perfect fit for outreach promotions. Promo codes can be printed on direct mail pieces or sent virtually via email campaigns.

Trade Show/Conference Giveaways – Music download and cell phone entertainment cards are a hassle-free giveaway at pharmaceuticals trade shows and conferences. With minimal storage requirements and a weight of only 6 lbs per 500 cards, employees facilitating the events are able to transport the digital entertainment incentives in their suitcases – making it easy to get the premiums from one show to the next.

Sales Rep Training Tools – Digital entertainment incentives can be used as the carrot to drive sales reps online to learn about new drugs they will be representing. Online quizzes can even be incorporated – requiring reps to pass the quiz before redeeming their digital content.

Medical ID Card – Put the brands logo and website in the customer's wallet, with an inexpensive custom printed medical ID card. The card front has a custom four-color process and the back has a writable surface for contact information and key medical information.

