



CHANNEL STRATEGY, CROSS-MEDIA ROI

Measuring Direct-to-Consumer Advertising Impact

The Client

Leading pharmaceutical company

The Challenge

Launching a new drug in a crowded category, our client deployed a direct-to-consumer multi-channel campaign. They asked us to help them:

- Determine if DTC advertising can effectively influence brand sales
- Optimize expenditures and increase impact on future conversion and adherence
- Understand channel effectiveness

The Results

- Validated campaign effectiveness and consumer awareness
- Uncovered evidence that DTC's impact can be measured and optimized
- Provided guidance to optimize response

Does Direct-to-Consumer Advertising Work?

Our client – a leading pharmaceutical manufacturer – was the fifth brand entrant in a complex and crowded therapeutic category. The category had long been dominated by one iconic brand, the first drug approved for the disease. It had almost become synonymous with the condition by the time newer drugs gained approval in the early 2000's. The new drugs were considered more effective and possibly safer than the older treatment options.

Direct-to-Consumer (DTC) advertising was sporadically used by these companies. However, the category grew significantly as more children and then adults were diagnosed.

Business Challenge

At the time Symphony Advanced Media was engaged, our client was launching its new drug with a media plan that included a heavy digital campaign with some print. Although the media team received click-through reporting and maintained a CRM database, there was little visibility into the campaign's impact on consumer intent to take action and eventual prescriptions. Panel trackers were put into place to help evaluate consumer brand perceptions, but could not be tied back to sales.

A year after launch, the client's market research and brand teams wanted to know whether DTC advertising was influencing brand sales--and if so, how to optimize expenditures and their impact on future conversion and adherence. In addition, they also sought to understand channel effectiveness.

Our Solution

We proposed a control/exposed study to measure advertising effectiveness through an online consumer survey that leveraged brand and campaign attributes, segmentation analysis and media targeting. The study's research objectives included:

- Evaluate media channel impact on combined and standalone metrics for online and print
- Identify creative messages that are key drivers of consumers' opinion and intent to take action
- Increase competitive share of "Intent to Discuss with Doctor"



info@symphonyam.com
www.symphonyam.com
415-352-4000



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Our Recommendations and Findings

To help our leading pharmaceutical manufacturer understand the brand and consumer impact of their multi-channel new drug launch, we developed a survey solution to help prove that direct-to-consumer advertising really does work.

Our study validated the combined print and online strategy, revealing more powerful impact for those exposed to both media channels. Optimization recommendations included:

- Among print titles, increase spend for certain categories while decreasing others, based on scorecard analysis of media reach, ad recognition, audience perception of the ads and purchase funnel impact
- Adjust spend allocations among online media partners based on analysis of Web site audience dimensions such as condition sufferers, caregivers and current treatments.
- Focus messaging on three key brand attributes which were drivers of intent to discuss with doctor but were not a campaign focus.
- Adjust weight of online creatives for target audience segments based on media reach, ad recognition, audience perception of the ads and impact on purchase funnel metrics.

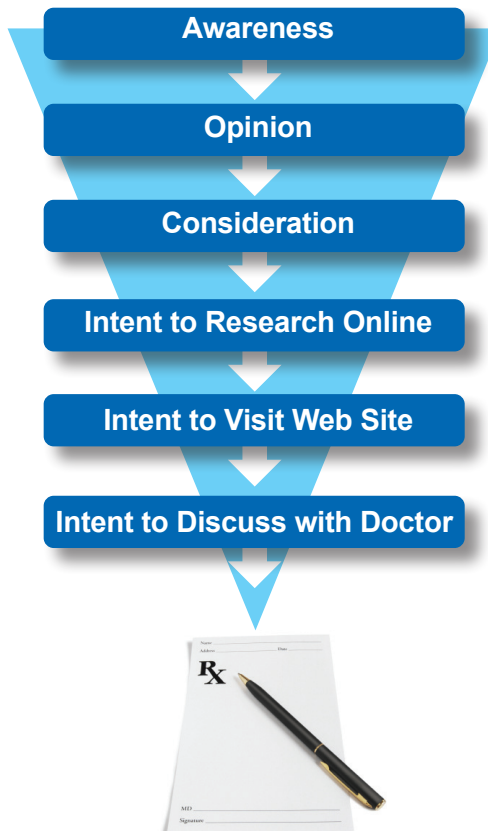
The Results

The campaign increased metrics through the entire purchase funnel, nearly doubling awareness of the brand and intent to research online, and driving substantial gains in intent to visit the brand website and to discuss the brand with a doctor.

SymphonyAM has given the brand team much more visibility and control over its marketing investments, enabling it to efficiently maximize prescriptions and ROI.

With SymphonyAM's evidence that DTC's impact on prescriptions can be measured and optimized, the brand team increased their media activity and revised their print campaign, while its agencies optimized creative and media.

After 6 months the brand team requested that SymphonyAM conduct a deeper analysis into target audience segmentation to guide expanding marketing efforts even further.



What We Can Do For You

If you need to understand the efficacy of your DTC channel strategies, improve your media mix for deeper ROI, gauge and shift consumer brand perception and demonstrate lift, we can help.

- Assess advertising impact at each step of the script funnel, including cross-media synergies
- Optimize overall media spend for maximum impact and ROI
- Focus creative messaging and adjust weight
- Optimize spend across media types—per campaign and target audience

Our innovative measurement solutions and platforms, expertise in cross-media measurement and unparalleled client services will help you inform and validate your DTC media investments.

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