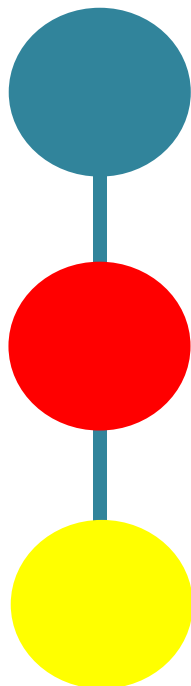


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PHARMA MARKETING MATTERS



..."an often unspoken
but sought-after factor
is trust"



"companies focus
on cost control over
value creation"

WELCOME TO OUR FIRST ISSUE!

Over the last 25 years, we have enjoyed bringing discussion to the pharmaceutical marketing landscape, from seminars like "Print in the New Media Mix" and Dick Anderson's "Benchmarking Insights" to research like the Canadian Essential Journal Study. Now, in collaboration with John Oster, we have decided to take the step to increase the chat concerning pharmaceutical brand marketing.

With this newsletter, we hope to present you with ideas that will make you stop and think, and provide information that will add value, to make your business and brand stronger.

In this issue, we explore different aspects of **trust**. Is trust part of your business plan? Should it be? How important is it to an MD or consumer decision? What do people mean by trust? Are some channels, tools, and people better than others in helping you build trust? Read on to find out.

We look forward to your feedback and suggestions of topics you would like to know more about. We'll read all that we receive. You can trust us.

~ Pat Tramley and Matt McMullan

TRUST AS A VALUABLE DIFFERENTIATOR

There are several factors that lead to a successful brand and company. You need: a great product that more than meets the stated needs of a core target segment; an effective marketing strategy that you execute with discipline; and tools and systems which provide the products and services efficiently and in a cost-effective manner. However, an often unspoken but sought-after factor is trust.

In an era of fake news, some questionable science, and assaults from both private and public institutions on the costs and benefits of new medication and equipment, trust may be more crucial than ever.

In Canada, most pharmaceutical companies no longer produce and package their products here. The brand personality and images are often decided globally. Well-meaning purchasing departments are tending to drive companies to focus on cost control over value creation. (see pg. 2)

OUR NEXT SEMINAR:

*HOW CAN PHARMA
LEVERAGE THE DIGITAL
ECOSYSTEM IN THE
CANADIAN MARKET?*

*THURSDAY,
APRIL 26, 2018*

See next page for details

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HAVE QUESTIONS OR COMMENTS ABOUT
PHARMA MARKETING MATTERS?
PLEASE GET IN TOUCH

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TRUST AS A VALUABLE DIFFERENTIATOR (CONT'D)

So, while we have lost some control, how we communicate our differentiation, how we anticipate and react to client needs and complaints, and the vehicles used for local investments are often still within our control. That means we create the level of trust with our customers. Trust, like reputation, is earned over time, and often more through actions than words.

Shawn Porat of Forbes offers 4 steps all businesses can take to build trust.

According to **Shawn Porat** of **Forbes**, here are 4 steps all businesses can take to build trust today:

- **Create a consistent and transparent brand across all platforms.** All communication and media should reflect your customer needs and your core values.
- **Provide quality products and excellent customer support according to the customer's needs, not an internal company team or committee.**
- **Emphasize positive reviews and testimonial on your website and in your marketing.** Ask satisfied customers for video or written reviews rather than hoping they will submit them.
- **Provide timely and even real time coverage of your business.** This can be done via social media, press releases, live stream video, or a frequently updated blog.

It is overdue to add "Build Trust" as an objective into each business and brand plan, ensuring strategies and tactics contribute to its development.

("Why Trust is a Critical Factor for Business Today", by Shawn Porat, July 7, 2017, www.forbes.com)



HOW CAN PHARMA LEVERAGE THE DIGITAL ECOSYSTEM IN THE CANADIAN MARKET?



Aymeric Freymond

Holding a Master of Science in marketing, Aymeric Freymond began his career in 2011 on the Aegist Media business development team. Awarded "30 under 30" by Infopresse in 2016 and lecturer at HEC Montreal, he is now Director, Strategy & Innovation at Dialekta.

Thursday, April 26th 2018

**Beaconsfield Golf Club
7:30-9:30 am**

Hot Breakfast

Have questions or want to register?

**Pat - ptramley@mediajls.com; or
Matt - mmcmullan@mediajls.com**

TRUST IS ONE OF FOUR UNIQUE ATTRIBUTES OF MAGAZINES

Ms. Linda Thomas Brooks, President and CEO of the Association of Magazine Media (MPA), recently shared third-party research on print during a presentation at DigiPub*: Harnessing the Power of Data-Driven Print (November 2017).

From the research, Ms. Brooks was quoted as saying, "We learned that magazine media works because it builds brand and sells product at the same time."

Ms. Brooks contends that **magazines are highly trusted by consumers**, "The consumer has said: here is my name, home address, and credit card info. They have invited that magazine into their home and the advertiser gets to be the plus one."

According to Ellen Harvey, associate/digital editor of Book Business and Publishing Executive, this trust is significant in an industry where fake news has exploded on-line and programmatic ads may appear next to disreputable or even harmful content.

"magazine media builds brand and sells product at the same time"

Other key take-aways from Ms. Brooks' remarks include:

- **Print magazines have the reach.** According the Nielsen and GfK MRI research conducted in the spring of 2017, the top six consumer magazines have a larger reach among 18-49 year olds than anything on television.
- **Print magazines drive results.** A study prepared by Millward Brown Digital found that when print was added to the marketing mix, brand awareness went up the most, as much as 15%.
- **Print magazines demand more attention.** In 2015, the MPA commissioned a study based upon neuroscience, exploring how consumers read content and brand messages across various mediums. This revealed that when consumers want to understand a specific topic, print magazines are the preferred format for all age groups. Print magazines are a deeper reading experience, said Brooks, meaning consumers are reading at slower speeds, are more focused and attentive, and as a result have higher comprehension and recall of branded messages.

pubexec.com/article/marketers-cant-count-print-2018/

*Digi Pub is a media summit exploring the convergence of online and offline publishing. See more at digipubconference.com

DID YOU KNOW?

Journal Impact Factor (JIF) is a quantitative measure of the frequency on average with which articles in a journal have been cited in a given period of time. One of the journals below has been number one, consistently, for at least the last 9 years and is #1 again, according to the latest available comparable data.

Which one do you think it is?

JAMA

Lancet

NEJM

Answer: page 4

THE LATEST MARKET RESEARCH ON TRUST: THE 2018 EDELMAN TRUST BAROMETER



"trust is a predictor of whether stakeholders will find you credible in the future."

For 18 years, the highly respected communications company headed by Richard Edelman has been surveying adults around the world, including Canada, on trust. Trust in governments, business, NGOs, and the media.

Why?

As stated in the 2018 Edelman Trust Barometer, "Trust is a forward-looking metric. Unlike reputation, which is based on an organization's historical behavior, trust is a predictor of whether stakeholders will find you credible in the future, will embrace new innovations you introduce and will enthusiastically support or defend you."

If you are communicating with, trying to influence, and/or inform Canadians, including health care professionals, here are some results you should pay attention to:

- There has been an increase in faith in experts and a decline in peers, **academic experts** distanced themselves as the most credible spokesperson from "a person like myself";
- Building trust (69%) is now seen **as the #1 job of a Company CEO**, ahead of providing high-quality products and services (68%);
- For the first time, **media became the least trusted** institution globally, this is driven by a significant drop in trust in the platform, **notably search engines and social media**;
- At the same time, **journalists as a profession increased in trust**.

For more findings and details of research parameters, visit <https://www.edelman.com/trust-barometer>.

Pharma Marketing Matters

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Representing in Canada:

New England Journal of Medicine

NEJM Journal Watch

Journal of Rheumatology

Le Médecin du Québec
(Québec territory)

Ontario Medical Review
(Québec territory)

Reader's Digest

Sélection

Best Health

ANSWER DID YOU KNOW?

NEJM has the highest impact factor of general medical journals at 72.4, this is followed by Lancet with a factor of 47.8 and JAMA at 44.4.

Source: researchgate.net/topic/Journal-Impact-Factor

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