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PHARMA MARKETING MATTERS

MARKETING INSIGHTS: THE CANADIAN DIGITAL LANDSCAPE

Pharma Marketing Matters is designed to bring discussion to the pharmaceutical marketing landscape; to present research and ideas that will make you stop and think.

In this issue, we focus on two key events. A recent live seminar on the digital landscape, attended by more than 50 industry

professionals, and new market research on Specialist MDs.

We welcome your comments.

~ Pat Tramley and Matt McMullan

SEMINAR RECAP: HOW CAN PHARMA LEVERAGE THE DIGITAL ECOSYSTEM IN CANADA

More than **70%** of Canadians go online to search for medical or health-related information, and it has been reported that the Internet, rather than physicians, is the **first** source of information for many people.*

And if physicians are your target, we know that their trusted medical information sites and medical publications websites are as important - and in some cases more important - than their colleagues and KOLs!**

In his live seminar, **Aymeric Freymond**, M.Sc. Marketing and *Director of Strategy and Innovation* at Dialekta in Montreal, described many of the elements in the digital ecosystem. He outlined 7 Best Practices, which pharmaceutical brands can apply to leverage this vibrant and evolving digital environment. He also explained: position zero and its importance to pharmaceutical marketers; digital fraud; and the different aspects of premium and programmatic advertising.

Reminding us that the media landscape consists of multiple channels, including TV, radio and print, as well as digital, Mr. Freymond reviewed the pros and cons of the platforms and formats of the digital ecosystem.

FOUR BEST PRACTICES

BANNER ADS THAT WORK WITH PHYSICIANS

- Ask a question in your banner ad or create another call-to-action
- Link the banner to a study that you want your physicians to know about
- For brand awareness, use brand name only with bold colors
- Combine a mix of creatives that don't run on the same page, mix brand message banners with the announcement of a new study, for example

Source: JLS Media, collected from top scoring banner campaigns with NEJM and *Journal of Rheumatology*

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

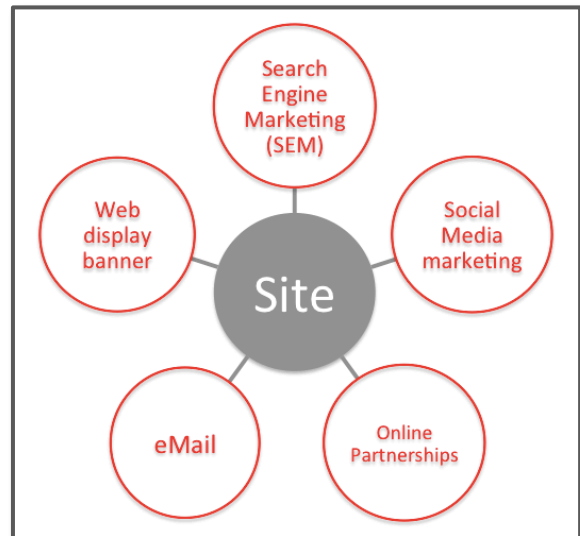
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RECAP (CONT'D)

MR. FREYMOND'S 7 BEST PRACTICES

"Content should be customized according to the user experience of each

- **Invest in SEO** (Search Engine Optimization). The goal of digital marketing is to drive people to your website and engage them to return to your website. Invest time and money to affect the on-line visibility of your website so that you appear "above the fold" in unpaid search engine results (often termed organic or earned).
- **Think mobile first.** 50% of search is currently performed from a mobile device. Assume your content will be seen in this format, and then design up. It is more difficult, time-consuming and expensive to design first for a desktop then design down to a mobile environment.
- **Create useful content.** Useful for your customers, not you. It is not often considered, but by providing information that is new or has not been widely disseminated, you will attract more attention. A strong call-to-action will also improve engagement.
- **Adapt for each platform.** The content/advertisement should be customized according to the user experience of each platform. For example, Facebook is for storytelling (native ads), e-Table of Content (e-TOC) emails are used for awareness (display banners).
- **Build data and audiences.** This implies you are not in it for the quick, one-time sale, but will invest in the life cycle of your brand and your client. This also means you need to understand your own data and are interested in a relationship.
- **When possible, customize.** You are trying to reach and serve a target audience. But your audience is made up of individuals, and they want to be treated as such.
- **A-B test.** By adjusting one element of your communication at a time and seeing which (A or B) results in the best engagement, you are continually improving the on-line experience of your visitors, increasing the impact of your efforts. Unlike other media, digital allows you to adjust rapidly.



If you believe that you should be present where your target customers are, then being active in digital is crucial. And it's not only listening but also interacting and building a relationship. By applying Best Practices and benefiting from the experience of other industries and brands, Pharma can connect with its audiences and complement its communication in other strategic channels.

RECAP (CONT'D)

INTERESTING TAKEAWAYS

Position Zero is the top organic (unpaid) result to a search. It has become increasingly important with the migration to mobile search and voice assistants (Siri, Alexa, OK Google, etc.). In effect, the size of smartphone screens only allows space for the top answer, Position Zero.

The future of SEO (Search Engine Optimization) is AEO = Answer Engine Optimization.

What is Answer Engine Optimization?

Search engines guide their users to the best available results, and provide the result in an answer format, rather than simply a link. For example, the answer to the query "How to take insulin" is a response in step by step instructions.

In order to be considered for the all-important top answer, your content must be understood and credible. That implies communication (through the organization of your properties and content) and convincement (through reviews, links and the behaviour of your website users).



"to be considered for the top answer, your content must be understood and credible"

Programmatic vs Premium

Although there are pros and cons to both advertising methods, the discussion of fraud in digital advertising made a lasting impression on the audience.

Many in attendance were unaware of the presence of fraud in impressions, clicks and traffic. The higher incidence of fraud in a programmatic environment points to the advantage of premium sites and content, as well as opt-in email vehicles.

Programmatic may still have a place but opt for closed/private network opportunities.

Sources (from page 1):

*Hesse BW, Moser RP, Rutten LJ. Surveys of physicians and electronic health information. N Engl J Med. 2010;362(9):859–60.

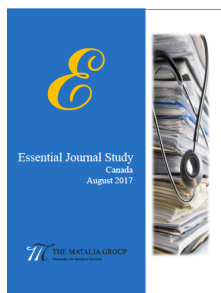
**Essential Journal Study, Canada, August 2017, The Matalia Group.

THE QUÉBEC PHYSICIAN MEDIA SURVEY, NOVEMBER 2017

Which are the best media to reach your Quebec targets? Now, you can rely on research among Quebec MDs to make an informed decision. Please contact Pat or Matt to obtain the results of the recent "Quebec Physician Media Study".

The Québec Physician Media Survey November 2017

INSIGHTS FROM RECENT MARKET RESEARCH: THE ESSENTIAL JOURNAL STUDY



"Matalia Group researchers have recently compiled a 10-year trending analysis (2007-2017)"

Wondering what is the most reliable source for specialists?
Do MDs even pay attention to journal ads these days?
Which websites do they visit?

This study, now in its 14th edition, is conducted by the Matalia Group. It highlights specialists' print and digital reading habits, smartphone/tablet usage, detail rep visits and most credible sources of product information.

SPECIALTIES RESEARCHED		
2016	2017	2018 (Summer Release)
Haematology	Cardiology	Gastroenterology
Internal Medicine	Endocrinology	Haematology
Nephrology	Gastroenterology	Neurology
Oncology	Infectious Disease	Oncology
Respirology	Rheumatology	Rheumatology

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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)

The power of the results is enhanced by the methodology. The study is conducted on a blind and un-aided basis. The identity of the study sponsor remains unknown to them, and no journal names, web sites or images are shown to participants.

The researchers from the Matalia Group recently compiled a 10-year trending analysis (2007 - 2017). Over the past decade, **print journal readership has increased in six specialty groups** and remained constant in four other specialty groups. Also of interest is that *medical journals* have surpassed *association meetings* to become the most important and credible source of information on pharmaceutical products.

If you would like a presentation or would like to receive a copy of the latest study, please contact Pat or Matt.

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