

DTC ConnectionsSM

Understanding the impact of DTC on pharmaceutical brand health

For over a decade, pharmaceutical marketers have adapted many consumer principles to DTC. However, most have found it challenging to define and measure pharmaceutical brand health through the patient's eyes, or attempt to correlate DTC efforts with brand health.

To answer these and other important questions about the impact of consumer marketing on pharmaceutical brands, Harris Interactive offers DTC ConnectionsSM. DTC Connections is a year-long survey conducted among 5,000 patients across 17 disease states and just under 50 DTC-promoted brands. It is actually three surveys in one, measuring the performance of your brand vs. other DTC-promoted brands within and across categories with regard to:

- Brand health
- Brand and ad tracking
- Copy evaluation

DTC Connections provides pharmaceutical marketers current benchmarks against which to measure the performance of their own programs, from copy development through in-market promotion, as well as linking the impact of their communications to overall brand health.

Why measure brand health for a brand with a built-in expiration date?

The limited life span afforded to most pharmaceutical brands requires accelerated payback. But study after study shows that the vast majority of patients wait for their next scheduled appointment to have a discussion about an advertised brand...and that's after the DTC has the requisite two to three months to jumpstart brand awareness. But by definition, brand health is predictive...it's an early confirmation that the positive ROI is on the way, and that the equity you are beginning to build will pay future dividends.

You can have confidence in our brand health measures because they are based on two long-standing validated Harris Interactive batteries:

- Brand equity from EquiTrend®, our twenty-year study of general consumer brands
- Consumer ConnectionSM, which has been quantifying the strength of consumer relationships with brands across a variety of stakeholders and business sectors for the past nine years.



DTC Connections includes data on the following therapeutic areas:

- Allergy
- Asthma
- Birth Control/Reproductive Health
- BPH
- Cholesterol
- COPD
- Depression/Bipolar Disorder
- Diabetes (Type 2)
- ED
- GERD
- Heart/circulatory conditions
- Insomnia
- Migraine
- OAB
- Osteoporosis
- Psoriasis
- Rheumatoid Arthritis

I already do copy testing... why do I need DTC Connections?

First, DTC Connections measures the the performance of your own ads vs. the current competitive set using our proprietary Consumer Connection battery. And it also includes our involvement measures, which can help you understand the way in which consumers are connecting with your advertising. Is it because it is especially relevant? Tells them something new? Or is it really annoying? Are they disconnecting?

DTC Connections also measures recent on-air advertising, providing real world benchmarks against which to measure the efficacy of your communications. So, if you are currently using a copy testing system with a normative database, DTC Connections will also allow you to measure your performance against the 3 or 4 ads that really matter.

I already do tracking... why do I need DTC Connections?

Like all solid tracking studies, DTC Connections covers the basics: brand and ad awareness, brand consideration or request, ad and brand recognition. The value is in the linkage to brand health and to competitive copy diagnostics... is your advertising drawing patients closer to the brand throughout the year? Is the brand building equity? To what degree do ad and brand recognition influence overall brand health? What about my competitor's message is enjoying in-market success?

I'm not sure whether we'll do DTC at all. What do I get out of DTC Connections?

Whether or not you decide to do DTC, if you're up against competitors who are, you'll certainly want to know their ads are influencing discussions with physicians. And, as you've already read, DTC Connections measures more than advertising. Of course, if you are considering DTC for a drug that is nearing approval but you aren't yet prepared to invest in a patient tracking study, DTC Connections can give you a prelaunch snapshot among a qualified audience at a very efficient price.

The DTC Connections Report

DTC Connections can be purchased on a category basis or for all 17 categories. Regardless, you will receive a powerpoint style report with the following measures, compared to an all-DTC benchmark:

Copy Testing	Tracking	Brand Health
Branding	Aided/Unaided Brand Awareness	Familiarity
Intent to act	Aided/Unaided Ad Awareness	Emotional Connection
Likeability	Source of ad awareness	Aspirational Fit
Involvement	Past 12 month usage	Quality
Emotional Connection	Compliance	Trust
Aspirational Fit	Ad/brand recognition	Brand Consideration
	Call to action	Meets Expectations
		Distinctiveness
		Value

Pricing:

Deliverable	Pricing
Single Condition Standard Report	\$20,000
Each Additional Condition	\$5,000
All-DTC Standard Report	\$35,000
Customized Report (Client-specified Banners)	\$50,000
SPSS Data File	\$3,000

Contact Us

For more information about DTC Connections and Healthcare Brand and Communications Consulting at Harris Interactive, please call **877.919.4765** or email info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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