



## Prescription Drug Ads Prompt Consumers to Seek More Information from Their Doctor

### *Purchasers Recall Prescription Drug Ads, Ipsos PharmTrends® Reports*

Uniondale, NY, October 9, 2002 – Twenty percent of consumers say that direct-to-consumer advertising prompted them to call or visit their doctor to discuss the prescription drug they saw advertised, according to PharmTrends®, a patient-level syndicated tracking study of consumer behavior by world-leading market research organization Ipsos-NPD.

The PharmTrends® August survey also found that 50% of consumers had seen advertising for prescription products in the previous 12-months, up from 47% in its February survey. PharmTrends® Direct-to-Consumer Response Tracker surveyed 25,182 respondents, a sample representative of the US population. The study, launched in February, tracks consumer awareness of and reaction to direct-to-consumer advertising by the pharmaceutical industry. It also found that:

- 22% percent of respondents stated that direct-to-consumer advertising made them aware of potential drug options for their condition(s).
- 12% of respondents stated that direct-to-consumer advertising prompted them to ask their doctor about the prescription drug they saw advertised.
- 10% stated that drug advertising reminded them to refill a prescription.
- 5% said they were prompted to switch from their current drug therapy to a different drug that they had seen advertised.

“Our results show that prescription drug advertising pays off not only by enhancing branded prescription drug awareness and encouraging trial use, but also by reminding patients to fill or refill their prescriptions,” said Fariba Zamaniyan, Director, Ipsos PharmTrends®.

Certain categories have higher advertisement recall among consumers. The top-ranking categories for advertisement recall levels include:

#### **TOP CATEGORIES FOR PRESCRIPTION BRAND DRUG RECALL**

*(Based on % of buyers that recalled an ad for a prescription brand within that category)*

<b>RANK</b>	<b>CATEGORY</b>	<b>% OF PRESCRIPTION BRAND BUYERS WITH AD RECALL June 2002</b>	<b>% CHANGE IN # OF BUYING HOUSEHOLDS June '02 v. June '01</b>
#1	Allergy	72%	+16%
#2	Behavioral Disorders	47%	+38%
#3	Cardiovascular	42%	+22%
#4	Gastrointestinal	39%	+19%
#5	Female Health	35%	+10%

Source: Ipsos PharmTrends®



Certain brand name prescription drugs present high levels of advertisement recall among their purchasers, PharmTrends® reports. Viagra tops the list for ad recall: 98% of purchasers of Viagra recalled seeing an ad for the product. Celebrex, with an ad recall of 78% of buyers, closes that top ten list.

### **TOP TEN PRESCRIPTION BRAND DRUGS BY AD RECALL LEVELS**

*(Rank based on % of buyers that recalled seeing an advertisement for the prescription brand that they purchased)*

<b>RANK</b>	<b>PRESCRIPTION BRAND</b>
#1	Viagra
#2	Imitrex
#3	Lipitor
#4	Ortho-Tricyclen
#5	Prilosec
#6	Zoloft
#7	Allegra
#8	Claritin
#9	Detrol
#10	Celebrex

Source: Ipsos PharmTrends®

“With more ‘blockbuster’ products going off-patent over the next few years, it will be more important than ever for drug manufacturers to raise awareness of existing and upcoming formulations,” Zamaniyan added.

“Consumers seem receptive to drug promotions, particularly if they, or a family member, have an ailment. Drug companies who use direct-to-consumer advertising effectively --to make consumers more-informed buyers and build long-term loyalty-- will be the most successful in extending the life of their products.” concluded Ms. Zamaniyan.

### **Ipsos PharmTrends® Methodology**

Each month, PharmTrends® syndicated tracking service captures both prescription fulfillment and over-the-counter purchasing data through a longitudinal and continuous consumer panel of 16,000 households that is representative of the U.S. census composition. Each month, panelists report their prescription and over-the-counter purchases for the treatment of a full spectrum of conditions (general and specific). The monthly tracking began in 1997.

### **InstaVue Survey Methodology**

*During the month of August, 2002, Ipsos PharmTrends® interviewed a representative sample of over 25,000 adults 18+ years of age nationwide using InstaVue, an omnibus mail survey. The study was conducted and paid for by Ipsos PharmTrends®.*

To learn more about research from Ipsos PharmTrends® please go to:

<http://www.ipsos-npd.com/Rx.cfm>

**For more information on this release, please contact:**

**Fariba Zamaniyan, Director, Ipsos PharmTrends®  
516-507-3321**

[fariba\\_zamaniyan@ipsos-npd.com](mailto:fariba_zamaniyan@ipsos-npd.com)

### **About Ipsos-NPD, Inc.**

Paris-based Ipsos is one of the world’s leading market research organizations providing clients with advertising, marketing, media, customer satisfaction, opinion and social research. Founded in 1975, Ipsos now ranks third among survey-based market research companies worldwide, with operations in 30 countries in Europe, North and Latin America, the Middle East, Asia and Australia. Ipsos-NPD helps companies understand their markets and build their businesses by providing fast, relevant solutions to their most pressing business issues. We offer a range of custom



research products (using online and offline data collection) to help you successfully introduce new products and grow existing brands. Our syndicated and proprietary tracking services monitor consumer purchasing and behavior to provide you with actionable information for strategic planning and tactical decision-making. We have a network of offices and affiliates for conducting research around the world. For more information about Ipsos-NPD, visit <http://www.ipsos-npd.com/>.

PharmTrends® is a registered trademark of Ipsos-NPD