

Study on the role of Below-the-line Advertising agencies in Pharmaceutical Industry

By

Dr. Rashmi Mishra

D Y Patil Deemed to be University School of Management

Email Id: -rashmi.mishra@dypatil.edu

Abstract

This paper provides an overview of the factors that need to be addressed to effectively manage pharmaceutical marketing plans and strategies in relation to classic management principles. The Drug Marketing, Advertising, and Communications Division of the Food and Drug Administration (FDA) regulate all advertising and promotional activities for prescription drugs. Traditionally, the advertising and promotion of pharmaceutical products were directed primarily to physicians, with some limited advertising and promotion being directed to pharmacists. Pharmaceutical companies couldn't advertise their products until the Food and Drug Administration made the process legal in 1985. Before this, the Pharma companies had no idea of how to market/advertise their products as many restrictions were also imposed to protect consumers from promotion of misleading advertisements. To cope up with these changes into the Pharma advertising the Pharma companies headed their way to Pharma advertising agencies. The Pharmaceutical Advertising is majorly done on below the line (BTL) marketing as most of the pharmaceutical products are prescription drugs and therefore, above the line (ATL) marketing of the same is strictly prohibited by the FDA to avoid its misuse. To advertise their products Pharmaceutical Companies, use various marketing tools like VA, LBL, Gimmicks, Tabletop Reminders, Doctor Gifting etc. The BTL advertising companies help pharmaceutical companies build their brand position in the market by providing all these inputs to them which intern builds up brand recall to the doctors and patients thereby helping the company increase its revenue.

Keywords: Advertising, Brand, drug, FDA, Marketing Pharmaceutical Companies

Introduction

Pharmaceutical industry is the one that researches, develops, produces, and markets prescription drugs. It is the most heavily regulated of all industries in the advertising and promotion of its products.

Role of Marketing in the Pharmaceutical Industry

Textbooks will define the marketing role as the process that starts with identifying and understanding the needs and wants of the customer (Requirements) and then fulfilling those needs and wants (supply). Pharmaceutical marketing involves all the promotional activities carried out by an organization to make pharmaceutical products and care a reality, that is available to customers (Doctors and other decision-makers) from the manufacturer. The pharmaceutical manufacturing sectors - which Orientation Marketing predominantly operates within -marketing will refer to the promotional activities carried out between the organizations that produce the various products and services that complete the supply chain. The patient sits at the top of the chain and can access pharmaceutical care from HCPs provided by big Pharma organizations. Below is the wider manufacturing supply chain which constitutes various suppliers (lab equipment, chemicals etc.), R&D and discovery, production and delivery.

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Marketing, therefore, exists heavily in both B2C and B2B pharmaceutical environments to inform stakeholders of the options available to them.

Characteristics of the Market

The pharmaceutical market consists of a large degree of regulation and administrative oversight, complex payment systems as well as the involvement of multiple decision makers, which limits the nature of the marketing of pharmaceutical products and services. For the pharmaceutical organizations themselves, the importance of innovation cannot be overstated: new drugs provide gains to consumers in the form of clinical benefits over existing treatments; generic drugs provide gains to consumers in the form of lower costs. (Tepper man, 2009) Marketers are required to always be aware of this. All of which leads to the importance of product differentiation - in both B2C and B2B sectors. Therapeutic substitution, prescribing patterns, manufacturing innovations, as well as competition, intertwine to define this differentiation which marketers strive to achieve to make the product exchange. Every exchange requires that

- (1) there are two or more parties
- (2) interested in satisfying their unfulfilled desires,
- (3) have something of value to offer to each other, and
- (4) are capable of communication and delivery.

Keeping In Touch With the Market

The management of pharmaceutical marketing broadly entails keeping in touch with the changes within the market. This might include the analysis, planning, and implementation of new marketing strategies to attract target audiences that invariably achieve organization-wide objectives, such as marketing share, revenue, or sales volume.

Just as patient preferences change, so does the consolidation, outsourcing, acquisitions, and partnerships within the supply chain. Therefore, it is key that systems, cultures, and marketing messages are integrated to capture the value and make this known to target audiences. The same principles apply when external factors, such as the Coronavirus pandemic, disrupt the way in which markets - all of the stakeholders involved from the patients, HCPs, manufacturers, and governments etc.

Pharmaceutical Market Research

The process of researching a pharmaceutical market or sub-market is a highly complex process. Defining its capacity, need, level of demand (and the ability to supply) and the motivations of the customer segments determine the marketing strategy, as well as budget, of a pharmaceutical product or service.

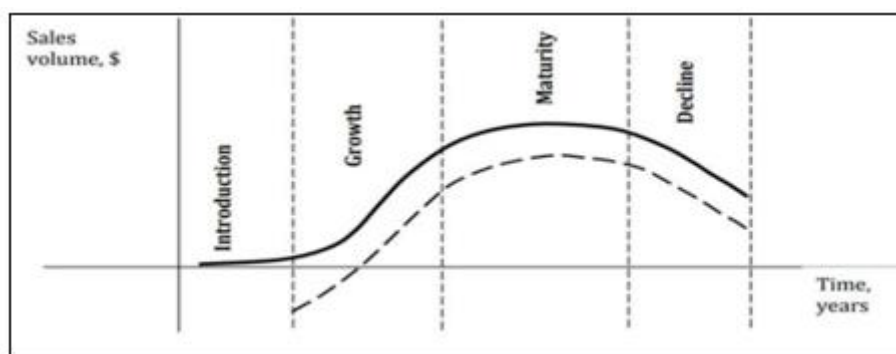
We've previously written a post on market research - A B2B Pharma Market Research Guide that goes into more depth than this management overview and provides guidance related to SWOT analysis, market intelligence, surveys, and benchmarking within a methodical process. This process involves

- (1) Problem and research objective definition,
- (2) research planning,
- (3) data collection,
- (4) data analysis,
- (5) data interpretation, and finally,
- (6) reporting of findings.

The basic components of a market mechanism is demand, the price, and the offer of goods in the market - this is always a safe avenue to begin your pharmaceutical market research.

Product Life Cycle

Products and services sit centrally within the marketing plan or strategy; when there is no product/services marketing isn't required. Marketing has the ability to enhance a product or services image but effectively positioning it within a given market and communicating the benefits and satisfaction that follows a purchase. Such pharmaceutical products and services usually go through different stages, each stage being affected by different competitive conditions. These stages require different marketing strategies at different times if sales and profits are to be efficiently realized. Pharmaceutical marketers must identify the life cycle stages which their products and services sit within for effective pharmaceutical marketing management.



The introduction is the period, during which the initial market acceptance may be in doubt; it may be a period of slow growth.

- The Survivors of the introduction stage generally enjoy a period of growth. During this period there is substantial profit improvement.
- The strategy in this stage takes the following shape: (a) product improvement; (b) development of new market segments; (c) selective demand stimulation; and (d) price adjustments.
- During the next stage, maturity, there is rivalry for a mature market. Battling to retain the company's share, each marketer steps up promotion and perhaps grants price concessions.
- Finally, there is a decline period, which may be steep. Though sales and profits continue their downward trend, the declining product is not necessarily unprofitable as the competition may have been removed by this stage.

Product Positioning

As previously mentioned, differentiation is required to position a pharmaceutical marketing product, service, or brand within the market, with the aim of receiving a favorable reception compared to the products of competitors. Effective market research will also indicate the segment of the market in which the product and its positioning statement will likely succeed. Positioning indicates what the product stands for, what it is, and how the customers should evaluate it and the process can be determined in relation to a competitor, segment, category, quality, or price.

Pricing Factors

So far, much of the factors in this post may not seem to relate to the day-to-day

pharmaceutical marketer focused on preparing press releases, coordinating media plans with agencies as well as managing digital events. But strategic marketers will realize that each organization, product/service and marketing plan does not operate within isolation, and, therefore, factors such as competitive pricing in relation to a marketing message is essential. Both internal and external factors will influence factors, such as marketing orientation, strategy, costs, and product life cycle as well as competitive pricing factors.

Although related to the practice of marketing management, pricing policy and strategy is set out at an organization-wide level. The price policy is the complex of measures including determining of the price, extra charges and discounts, conditions of payment for the goods and services, management of the prices considering preferences and possibilities of consumers the maintenance of profit of the enterprise-manufacturer or the seller. Working out of a marketing price policy is preceded by the analysis of external and internal factors of its formation, in turn, as a part of the price policy research of consequences of changes of the price depending on a situation in the market (reaction of buyers and competitors, enterprise actions in reply to changes of the prices by competitors, etc.) should be provided.

Sales and Marketing Alignment

Pharmaceutical marketing will never exist in isolation and will mostly work together with sales departments, representatives of the products or HCPs. This is the case as the producer of pharmaceutical products rarely sells its products directly to the consumer - the product goes via the pharmacy, hospital, wholesalers, retailers, or other intermediaries to get into the patient. Similarly, sales representatives of supply chain manufacturers are required for those organizations to buy and sell from each other. The very nature of the industry dictates that multiple decision-makers are involved, meaning that marketing strategies must consider the use of sales (and other middlemen) to be successful.

Effective pharmaceutical marketing management requires marketing and sales (or any other intermediary) to be fully aligned and working towards the same commercial goals. See recent post on Closed-Loop Marketing in Pharma for more.

Marketing Communications

Along with the tasks of market research, pricing, positioning, and marketing policy, marketing involves the actions of pharmaceutical marketers to create a demand for goods and sales promotion via its marketing communications plan. The 7Ps Marketing Mix is the combination of elements used by a business to enable it to meet the needs and expectations of its customers. They combine to form the elements a marketing department needs to review to promote the organization successfully.

This would entail all of the customer-facing pharmaceutical marketing tactics that take this product to market and includes advertising, PR, branding, trade channels and other customer-facing experiences. The management of the marketing plan alone within the pharmaceutical sectors often involves an entire team of marketing-specific roles and specialties'. Through various activities to generate demand and, above all, commercial marketing, and Advertising in the minds of potential customers created a positive image of the products and services and plays a major role in deciding on a purchase.

Data Analytics

The business and management textbooks of old will not have prepared the traditional pharmaceutical marketing manager to what would follow in the turn of the 21st century. Pharmaceutical marketing departments will have access to masses of data from marketing

campaigns, from continually monitoring the market as well as the data gathered by other departments such as sales or customer service. All of which provides valuable insight into future marketing campaigns. The majority of this process will look at your own marketing metrics - such as website visitors, conversions and number of leads/sales generated but to be able to fully understand the data you have you will need to analyse it in a number of ways. Data and analytics will play an important factor in the management of your marketing plan.

Control and Management

The fundamental aspect of successful marketing management is the control of the marketing plan. Control refers to the analytical work carried out on a day-to-day and month-by-month basis, where as a result, the marketing executives can determine new methods of marketing tactics, tools and management as the organization optimizes and adapts to its environment. Generally speaking, it provides an overview of what has not worked (so that those marketing initiatives can be discontinued) and what has worked (so that those marketing initiatives can be expanded). Control of marketing includes the evaluation of the implementation of marketing strategies and implementing corrective actions to achieve their goals. The basic parameters of control are volume sales, profit margins and costs, consumer response on new products and services, compliance with the planned and actual results of industrial and commercial activities. Marketing control allows the company to determine the effectiveness of marketing opportunities, and as a management principle, it is hugely important for the success of the commercial activities of the pharmaceutical organization.

A Pharma ad agency enables health brands to attract and keep patients/consumers. It achieves this goal through several methods. They include tailored content, design development, personalized patient outreach, and others. The strategies a Pharma ad agency implements provide several benefits, especially if they rely on data analysis. Pharma ad agencies differ from the marketing agencies you encounter on TV and banners. They may possess the following features; Years of experience devoted to the healthcare industry. Specialization in one area: The Pharma and healthcare industry.

They enable the manipulation of the data gathered for future campaigns.

The main aim of any Pharma Ad agency is to help the Pharma Company increase its revenue in order to do so these agencies use various technique. The techniques used are as follows:

- i. Collection of precise data of the product (Primary/Secondary data).
- ii. With the help of data, they help the companies forecast their sales.
- iii. Development of Marketing Campaign for the promotion of the product.
- iv. Promotional Campaign Activities.
- v. Development of Visual Aids and LBL's.
- vi. Developing proper Marketing Communication.
- vii. Development of Marketing inputs (Dr. & Chemist gifting).
- viii. Collection of precise data of the product (Primary/Secondary data).
- ix. With the help of data, they help the companies forecast their sales.
- x. Development of Marketing Campaign for the promotion of the product.
- xi. Promotional Campaign Activities.
- xii. Development of Visual Aids and LBL's.
- xiii. Developing proper Marketing Communication.
- xiv. Development of Marketing inputs (Dr. & Chemist gifting).

These ad agencies play a major role in Pharma Advertising as it deals with majority of the work there by easing the process for product marketers. A brief overview of the practice of pharmaceutical marketing management is provided.

Each section itself is worthy of a number of posts to discuss in detail the implications for marketers and commercial executives operating in the B2C and B2B pharmaceuticals. The working mechanism of the Pharma Advertising agency can be understood in-depth.

Literature Reviews:

Aitken, M., Holt, F. (2000) "A prescription for direct drug marketing" *The McKinsey Quarterly* 22 Mar; 82 The paper identifies and discusses current marketing practice in the pharmaceutical sector, as it relates to therapeutic pharmaceuticals. It examines the potential risks associated with certain marketing practices, such as the impact of misleading advertising and the possibility of disease mongering. The methods currently used to regulate industry promotion practice are critiqued and suggestions are made for improvements, including a move from industry self-regulation to an independently monitored code of practice for pharmaceutical marketing

Bloom, B.S. (1999) "Annals of Internal Medicine" states that the Internet may expand patient access to health-related services but at an overall increased cost. In addition, the quality of physician Internet care is uncertain, and potential for serious abuse exists. Patients can easily provide incorrect or false information to obtain medications. Furthermore, conflict of interest exists for Web-based firms because they profit from selling medications and physician consultations.

Subba Rao Chantant et al. (2008), states in his book, "Pharmaceutical Marketing in India", that the country is spending as less as 1.9 per cent of sales on R&D as compared to 10 – 20 per cent spent by pharmaceutical companies in the developed world. The book claims that the reason for such low R&D funding by Indian companies were due to low profitability.

Barnes, M.L. (2003) "Marketing to a segment of one" *Pharmaceutical Executive March*, this paper begins with an introduction of the new trends of pharmaceutical marketing focusing on the role of relationship marketing.

Jean O. Languor et al. (1997), in the Yale University discussion paper, *The Introduction of Pharmaceutical Product Patents in India: "Heartless Exploitation of the Poor and Suffering"* claims India won't be benefitted much by introducing product patent because; in India the drug accessibility is an issue to almost 70 per cent or so of its population. Therefore, he feels the inventor company may prompt to be discouraged in introducing new drug at low price in the initial years despite patent protection.

Sanjeev Chandran et al. (2005), in their paper, *Implication of New Patent Regime on Indian Pharmaceutical Industry: "Challenges and Opportunities"* argues that the absence of strong patent protection and encouraging reverse chemical process engineering for molecules already invented is responsible for poor R&D orientation, lack of professional expertise in new chemical entity development and lesser exposure to conducting advanced clinical trials by pharmaceutical industry in the country.

Sudip Chaudhari et al. (2005), in his IIMC, working paper, "TRIPS and Changes in Pharmaceutical Patent Regime in India", describes TRIPS wasn't a natural acceptance in the parliament but a forced presidential decree, this reflects the opposition to product patent in India.

Dijon Raingear et al. (2005), in his University of Warwick working paper, "No Pills for Poor People? "Understanding the Disembowelment of India's Patent Regime" discussed about the positive side of accepting the product patent as Indian companies can fully exploit the export market for their future growth because the domestic market has its own limitation with respect to India's relatively low per capita income, limited access to medicine and negligible insurance coverage. Indian companies can capitalize on their strength to get USFDA approval for ANDA of generic drugs, strategic alliances with foreign firms, technology transfers, and enter areas of shared research, overseas production and global marketing.

Sudip Chaudhuri et al. (2007), in his IIMC working paper, "Is Product Patent Protection Necessary in Developing Countries for Innovation? R&D by Indian Pharmaceutical Companies after TRIPS", shows the R&D expenditure around when TRIPS came into effect have gone up in Indian companies not only for the development of new process but for new chemical entities as well.

Gopakumar G Nair et al. (2008), in his journal, "Impact of TRIPS on Indian Pharmaceutical Industry" views taking India to the global patent arena with re-introduction of product patent was a major contribution to TRIPS. Gives a detailed account of various patent amendment acts culminating in IPA 2005.

Burton, B., Rowell, A. (2003) "Unhealthy spin" British Medical Journal 326: 1205 – 1207" states that Public relations companies are experts at "third party technique" - helping the drug industry separate the message from what could be seen as a self-interested messenger. But most journalists have a sketchy idea about how the public relations industry works, and thereby are vulnerable to uncritically accepting the disguised messages of the drug industry.

Calfee, J. (2002) "Public Policy Issues in Direct-to-Consumer Advertising of Prescription Drugs" Journal of Public Policy and Marketing 21 (2)174-193, states that the Food and Drug Administration announced a reinterpretation of its rules on DTC advertising, the effect of which was to permit branded broadcast ads and therefore to increase the volume, of DTC advertising several-fold. A substantial body of research, consisting primarily of consumer surveys, provides the basis for a preliminary assessment of the effects of DTC ads.

Neetu Dubey et al. (2011), in their paper, Performance of the Indian Pharmaceutical Industry Pre and Post TRIPS Era: "A Study" provides a detailed account of pre-TRIPS and post-TRIPS scenario of Indian pharmaceutical industry. They are of the opinion that the Indian government has shown undue haste in signing TRIPS agreement without understanding many impending issues. The TRIPS agreement also failed to introduce R&D in the neglected disease and the diseases which are region specific. Their study of OECD countries shows the patent protection for pharmaceutical products was introduced after reaching their GDP per capita income at a sufficiently high rate.

Ravi Kiran et al. and Sunita Mishra et al. (2011), in his journal, "Research and Development, Exports and Patenting in the Indian Pharmaceutical industry: A Post TRIPS Analysis" examines the Impact of TRIPS on Indian pharmaceutical industry with respect to R&D, exports and patenting activity. The result of their study finds an increase in R & D expenses, and R&D intensity of leading pharmaceutical companies in the post-TRIPS scenario in India.

Broseley, S. (1999) "Drug firm asks public to insist NHS buys its product" This paper reviews current marketing practices in the pharmaceutical sector, and their impact on consumer

and doctor behavior. It identifies negative impacts which include misleading advertising, disease-mongering, and escalating costs.

Chren, MM, Lindenfeld CS, Murray TH (1989) "Doctors, drug companies and gifts" *Journal of the Australian Medical Association* 262: 3448-3451" states that, Doctors often accept gifts from drug companies. We analyze this practice and conclude that accepting a gift has complex practical and ethical repercussions. Gifts cost patient's money and they may change society's perception of the profession as serving the best interest of patients. Also, accepting a gift establishes a relationship between the physician and the drug company that obliges a response from the physician.

Mrinmoi Chatterjee et al. (2012), in "Law on Pharmaceutical Patents" gives a detailed account of laws relating to pharmaceutical patents pre and post 2005 including patent laws practiced in other countries like US, Europe and Japan. The paper strongly suggests the patent should go well together with the public health policies and it should not distort competition that leads to reduced access and affordability of medicines to the poor mass of the country.

Prashant B. Kalkaska et al. and P.N. Sagar et al. (2012), the authors in their review article, *Product Patent Regime Posed Indian Pharma Companies to Change Their Marketing Strategies: "A Systematic Review"* discusses about the possible strategies that can be designed by Indian pharmaceutical companies to meet new challenges posed by the product patent regime in order to remain competitive and profitable. They strongly recommended industry to invest on R&D of new molecules, devise unique R&D models to decrease cost and risk and continuously introduce new products to develop new competencies and sustain the momentum of growth. The authors in this paper strongly feel India, with its 40% cost advantage, should approach to MNCs for collaborative research to increase technological capabilities and economic development. The authors conclude their study by saying that investing in R&D and introducing newer molecules is the most preferred marketing strategy, however, companies should pay efforts in development of molecules that treat neglected therapeutic diseases specific to tropical regions like India.

Burton, B. (2003) "Ban Direct to Consumer Advertising, Report Recommends" *British Medical Journal* 326:467 The issues surrounding Direct-To-Consumer Advertising of pharmaceuticals are ripe for scrutiny through the lens of Human Rights analysis. Among the human rights most decisively engaged by DTCA is the right to autonomy in health-related decision making, which in turn incorporates right of access to health-related information. The latter incorporates, in part, right of access to reliable and beneficial information through the avenues of commercial speech among others.

Boldrin & Levine et al. (2013), in their research paper "The Case Against Patents," reveals that there is no empirical evidence to suggest that strengthening the patent regime has brought in more social good to the public, other than benefiting the corporate who patented the products. On the contrary, they claim in their study that the historical and international evidence suggests weak patent systems increased innovation with limited side effects, whereas strong patent systems retarded innovation with many negative side effects.

Gehl Sampath et al. (2004), in his WHO study, *Economic Aspects of Access to Medicines after 2005: "Product Patent Protection and Emerging Firm Strategies in the Indian Pharmaceutical Industry"* observes that the implementation of TRIPS agreement will have direct implication not only to India but to many least developed countries for access and affordability of medicines due to non-viability of compulsory licensing as a supply mechanism, which makes little economic sense for Indian generic suppliers.

Biswajit Dhar et al. and K.M. Gopalkumar et al. (2006), in WTO study paper, “Effect of Product Patents on the Indian Pharmaceutical Industry” finds that new drug development is a perennial weak area of the Indian pharmaceutical industry; it requires major efforts from leading Indian firms in addition to increased efforts through government participation in the R&D investments.

Biswajit Dhar et al. and KM Gopalkumar et al. (2007), in UNCTAD projects, Post-2005 TRIPS scenario in patent protection in the pharmaceutical sector: “The case of the generic pharmaceutical industry in India” states that the TRIPS agreement has not dealt adequately on the implication on health services of not only the developing nation like India but the least developed countries (LDC) as well. Many of the LDCs do not have manufacturing facilities as they have to be contingent upon the facilities of countries like India or other generic manufacturers in the world for an easy supply of medicines.

Chren, MM, Lindenfeld S (1994) “Physicians’ behavior and their interactions with drug companies” *Journal of the Australian Medical Association* 271: 684-689 states that, Physicians who had requested that drugs be added to the formulary interacted with drug companies more often than other physicians; for example, they were more likely to have accepted money from companies to attend or speak at educational symposia or to perform research (odds ratio [OR], 5.1; 95% confidence interval [CI], 2.0 to 13.2).

Carsten, M. (1991) *Marketing Strategy in the Pharmaceutical Industry* Chapman & Hall: London: Discusses the relative merits of standardized and customized marketing strategies for organizations operating in international markets. Suggests that the suitability of either strategy is heavily dependent on market and environmental conditions.

Shashi Sharma et al. (2007), in report, *New Patent Regime in India: “Challenges and Future of the Pharmaceutical industry”* represents his views that implementation of product patent protection will, in fact, improve Indian pharmaceutical industry considerably because, a strong patent protection is something what the global pharmaceutical giants are looking forward to enter Indian markets through various business contracts and collaborations with Indian companies in the area of pharmaceutical products manufacturing and drug research and development.

Davidoff, F., DeAngelis C.D., Draven, J.M., Hooey, J., Hoggard, L., Horton, R. et al (2001) “Sponsorship, Authorship and Accountability” *Lancet* 358 states that, Pharmaceutical industry— sponsored and mixed-funding clinical trials are common, and the relative incidence of published trials with these declared funding sources in the 5 journals reviewed has increased. Industry employees are appearing as coauthors of clinical trial publications with increasing frequency.

Sudip Chaudhuri et al. (2010), in a study for UNDP, *Five Years into the Product Patent Regime: “India’s Response”* has had an extensive study focused on India’s ability to maintain quality generic medicines at affordable price not only in India but across the developing world under the new patent regime.

Raji K Joseph et al. (2011), in his discussion paper, “The R&D Scenario in Indian Pharmaceutical Industry” provides a comprehensive analysis of the R&D expenditure and the R&D strategies of some of the leading Indian pharmaceutical companies post implementation of TRIPS regime in India. It was expected after TRIPS, Indian firms and MNCs would invest in R&D, increase technology collaborations and improve competency building for diseases not only prevalent globally but also specific to India and other tropical countries.

Dennis B. Worthen et al. (2003), in pharmaceutical research paper, American Pharmaceutical Patents: “From a Historical Perspective” provides a historical perspective of the American patent laws with respect to pharmaceuticals ever since 1790. He is of a strong view that favors pharmaceuticals patenting and stoutly defended substantiating that the way to find new cures and treatments for diseases is only through research and innovation and innovation without adequate incentive has no guarantee for success and the mankind is losers of longer and healthier life.

Carsten Fink et al. (2001), in the World Bank study, “How Stronger Patent Protection in India Might Affect the Behavior of Transnational Pharmaceutical Industries” explains that a strong patent protection in developing countries do adversely impact their pharmaceutical industry through market structure and competition. It also affects the consumer welfare by way of drug access and affordability to the poor section of the society.

Sheja Chesham et al. and Niranjana Man Singh et al. (2008), in their commentary, Conflicting Interest in Drug Pricing: “Innovation v/s Social Needs” focusses on two sections of the society in an economy whose conflicting interests are explored. First, the pharmaceutical organization, who, through their intellectual property rights ensure protection to their inventions as monopoly rights to charge and recover the huge cost of drug research and development. On the other side, developing economy where the government as WTO members’ have International obligation to protect people’s right to health by providing accessibility and affordability of drugs recognized as important components of right to health.

Boldrin et al. and Levine et al. (2004), in their international issue, “The Economics of Ideas and Intellectual Property” tries to balance the effects of patent monopoly through economic prisms and suggest governments that the best would be to eliminate patents and copyrights altogether as the government grants of patent monopoly were widely used as a mechanism of revenue extraction particularly in the context of developing world today.

Juma C. et al. (1999), in Harvard University’s discussion paper, Intellectual Property Rights and Globalization: “Implications for Developing Countries” brings out a pertinent point related to technological cooperation and advocates the developed nation to be considerate and incorporate the same in the TRIPS agreement. The author states that the enforcement of intellectual property rights should contribute to the promotion of technological innovation, transfer, and dissemination of technology for the benefit of both producers and users in the context of social and economic welfare and to a balance of rights and obligations.

Bruche, G. et al. (2011), in European journal, Emerging Indian pharma multinationals: “latecomer strategies in a globalized high-tech industry” explores the possibilities whether Indian Pharmaceutical companies (IPC), are labeled as the emerging multinationals of the developing world, have real capabilities and internationalization to join in the league of global research-based pharmaceutical companies.

Corstjens, M. (1991) Marketing Strategy in the Pharmaceutical Industry Chapman & Hall: Multinational pharmaceutical Companies are responsible for the current shift in the marketing strategies. Leading companies are using high-end development and not adaptive development, new innovation-based companies are going places and companies not doing innovation in products and processes are finding difficult, to compete with organizations adapting innovation

Amit Shavon Ray et al. (2008), in this paper, Learning and innovation in the Indian pharmaceutical industry: “the role of IPR and other policy interventions” the author

underscores India's excellent track record of pharmaceutical technology and production, yet companies in India have a long way to go to the global frontiers of cutting-edge drug discovery research. It can achieve this only through sustained technological efforts and continued R&D.

ABPI (2003) "Code of Practice for the Pharmaceutical Industry 2003" Association of the British Pharmaceutical Industry: This paper identifies and discusses current marketing practice in the pharmaceutical sector, as it relates to therapeutic pharmaceuticals. It examines the potential risks associated with certain marketing practices, such as the impact of misleading advertising and the possibility of disease mongering.

Gopakumar et al. and Santhosh et al. (2012), in their article, "An unhealthy future for the Indian pharmaceutical industry" has studied the MNCs post-TRIPS behavior in India and reports that the strong IPR regime has not helped the country either with FDI in R&D, technology transfer or product innovation for local needs as expected, whereas many companies had the mandate to develop local products have closed their R&D operation in India.

Objective of Study

- To find out the role of Advertising Agency in Pharmaceutical Marketing.
- To find out how much the Product Management team and consumers know about advertising agencies in Pharmaceutical Marketing.
- To understand various methods of Pharmaceutical Marketing.
- To understand Do's/Don'ts of Pharmaceutical Marketing.

Research Methodology

For Primary data collection

An online Google Forms-based survey will be conducted among 100 people from Pharmaceutical Sales and Marketing backgrounds. This survey form will have the following outline. The questionnaire will consist following questions:

1. What is the name of your Company?
2. What is your age?
3. Have you heard about Pharmaceutical/Medico-Marketing?
4. Do you know what are Visual Aid and Leave behind literature?
5. If yes, then do you know how are they used in Pharmaceutical Marketing?
6. Do you know what Pharmaceutical Advertising Agencies do?
7. Do you know what the function of Medical Representatives is?
8. Do you what is Communication in Pharmaceutical Marketing?
9. What are In-Clinic Activities in Pharmaceutical Marketing?
10. Do you feel Advertising Agencies play a major role in Pharmaceutical Marketing?
11. Do you feel that pharmaceutical companies should eliminate Advertising Agencies and go for making VA/LBL on their own?

The data then collected will be analyzed and results will be displayed in the form of Graphs and pie charts.

For Secondary Data

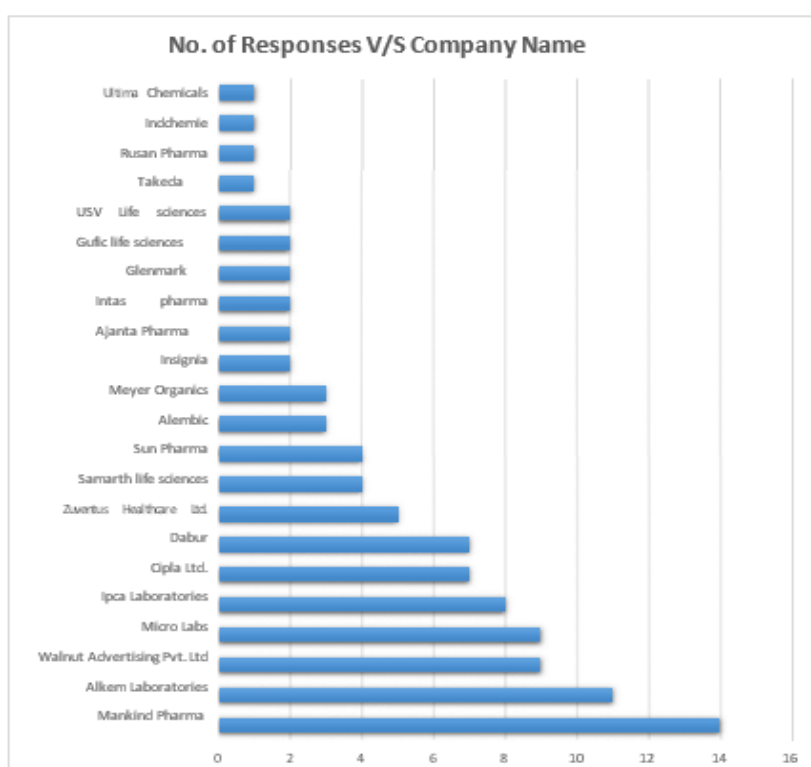
The secondary data is dependent on the understanding of Pharmaceutical Marketing and new product launch-related activities collected from journals and study materials related to the topic of interest.

Primary Data Observation and Interpretation

What is the Name of your Company?

Observation:

Serial no.	Company Name	No. of Responses
1	Mankind Pharma	14
2	Alkem Laboratories	11
3	Walnut Advertising Pvt Ltd	9
4	Micro Labs	9
5	Ipca Laboratories	8
6	Cipla Ltd.	7
7	Dabur	7
8	Juventus Healthcare Ltd.	5
9	Samarth life sciences	4
10	Sun Pharma	4
11	Alembic	3
12	Meyer Organics	3
13	Insignia	2
14	Ajanta Pharma	2
15	Intas pharma	2
16	Glenmark	2
17	Gufa life sciences	2
18	USV Life sciences	2
19	Takeda	1
20	Rosann Pharma	1
21	Indchemie	1
22	Ultima Chemicals	1
Total		100



Interpretation

Here we can see that among the 150 individuals that we sent the Survey form only 100 took the survey. The ones who participated in the survey were from 22 Pharmaceutical and Advertising Companies across India, However, the highest no. of the replies came from Mankind, Alkem, Walnut Advertising and the least came from Rosann Pharma, Takeda, and Ultima Chemicals.

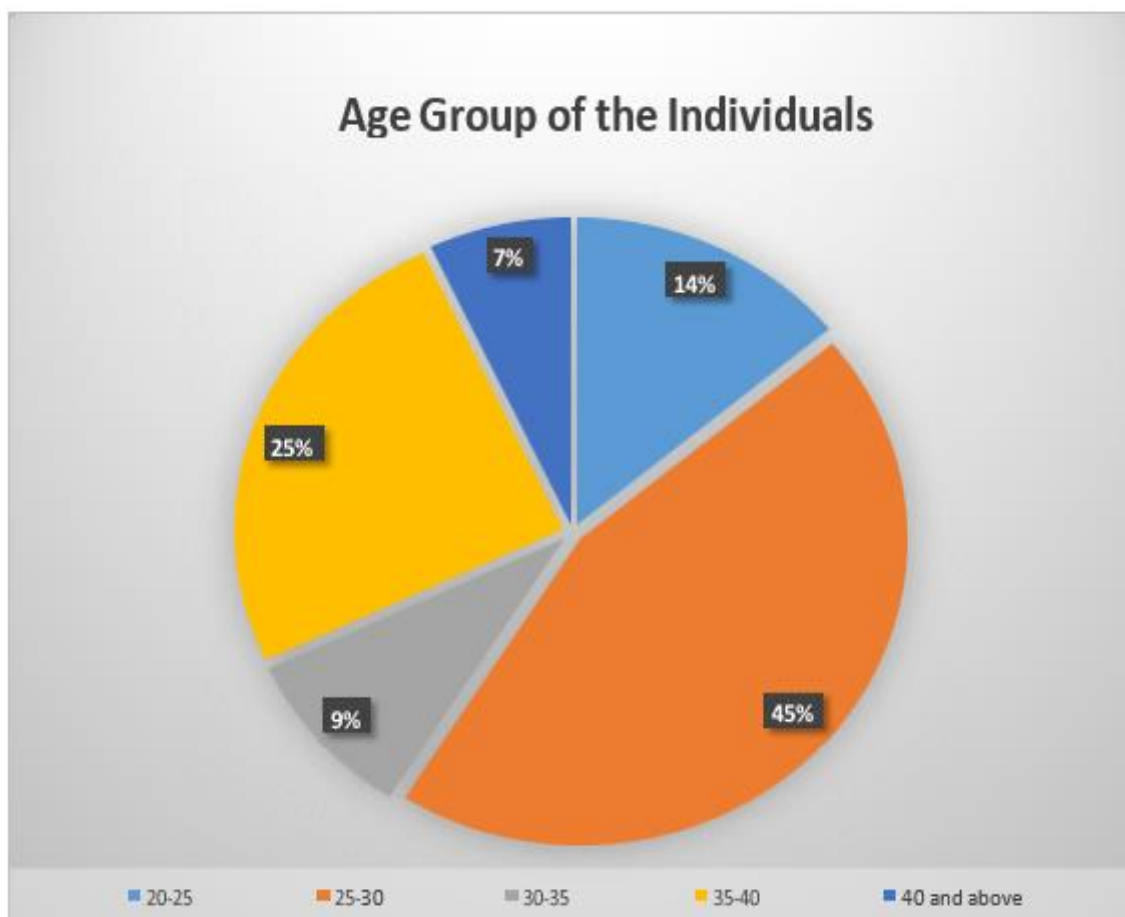
What is your age?

Observation:

Serial No.	Age Group No. of People	No. of Responses
1	20-25	14
2	25-30	45
3	30-35	9
4	35-40	25
5	40 and above	7
Total		100

Interpretation

According to data of the survey of a sample size of 100 individuals, the percentage no of individuals in the age group of 25-30 was the highest that is 45% of the total individuals, followed by 35-40 age.



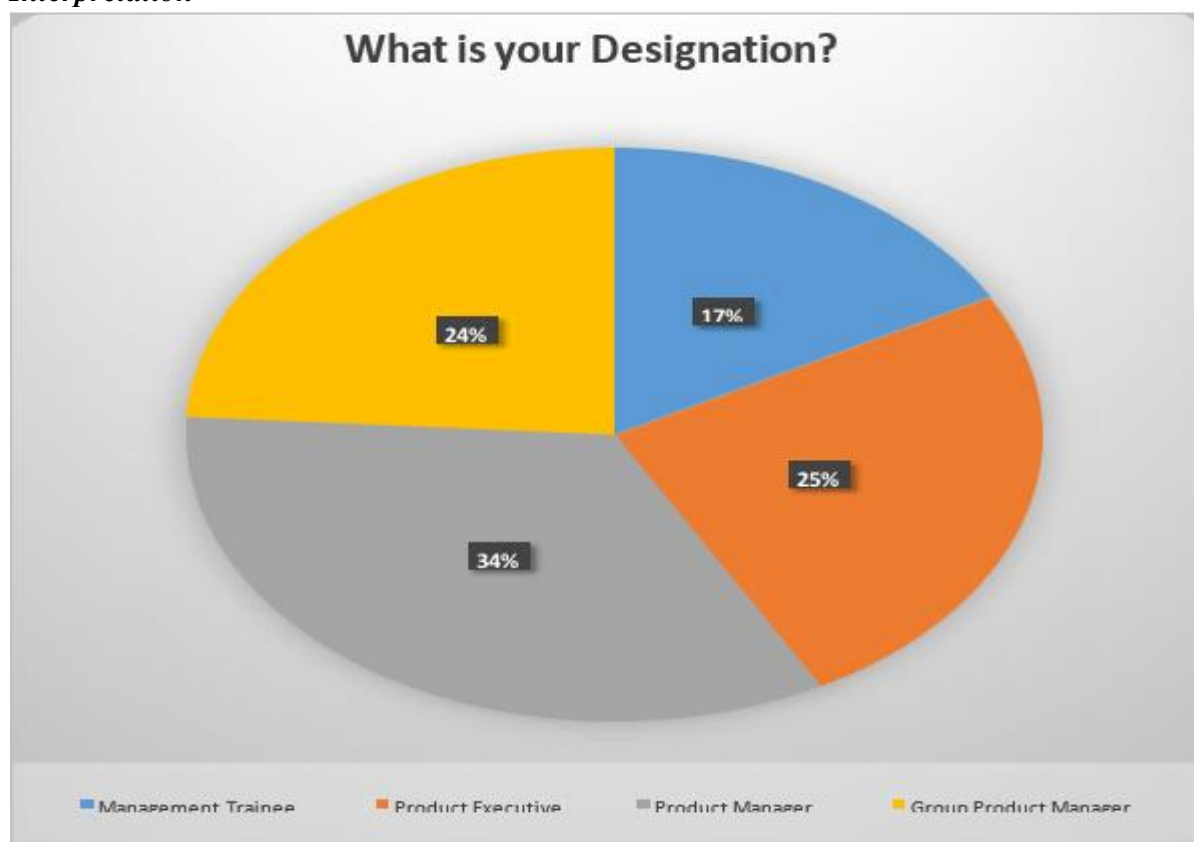
Group with 25% of the total individuals, and the rest of the age groups forming 30% of the total no of individuals.

What is your Designation?

Observation:

Serial No.	Designation	Total Responses
1	Management Trainee	17
2	Product Executive	25
3	Product Manager	34
4	Group Product Manager	24
Total		100

Interpretation



As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came across 4 levels of Product Management Team i.e., Management Trainee, Product Executive, Product Manager, Group Product Managers out of which, 34% of individuals were at the designation of Product Manager, 25% were Product Executives, then we got 24% of Group Product Managers, and last but not the least we had Management Trainee with a total population of 17%.

Have you heard about Pharmaceutical/Medico-Marketing?

Observation:

Serial No.	Response	No. of Responses
1	Yes	100
2	No	0
Total		100



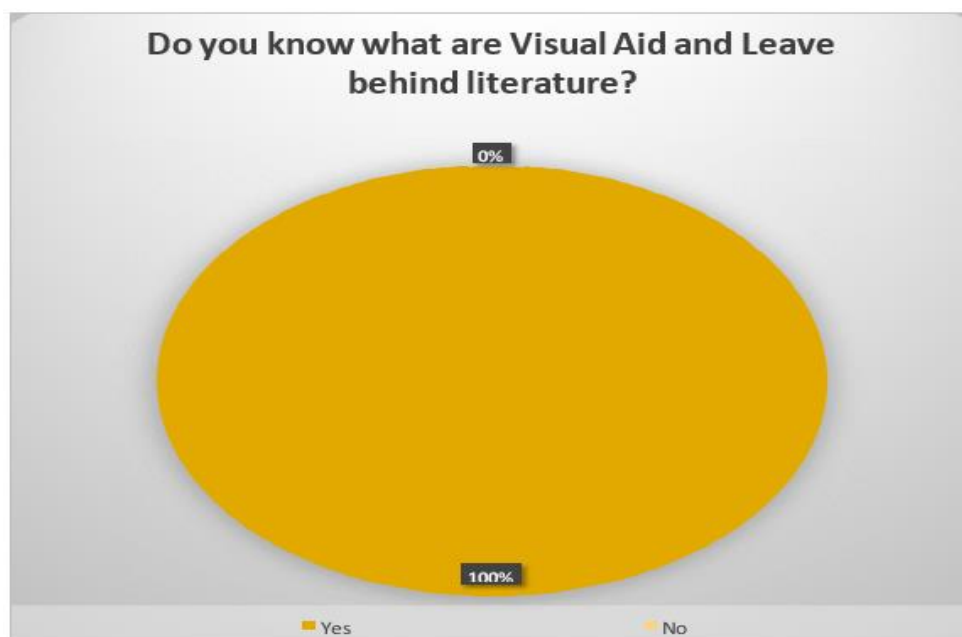
Interpretation

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came across the outcome that all the Individuals knew about Medico-Marketing.

Do you know what is Visual Aid and Leave behind literature?

Observation:

Serial No.	Response	No. of Responses
1	Yes	100
2	No	0
Total		100



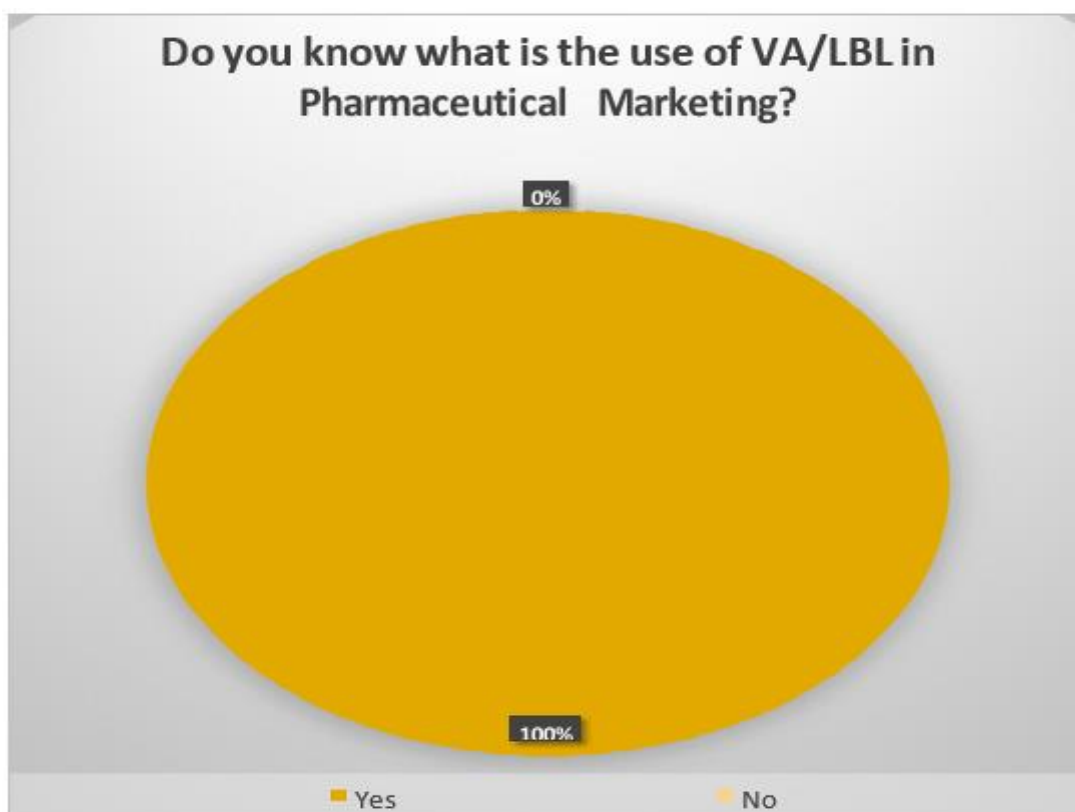
Interpretation

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came across the outcome that all the Individuals knew about Visual Aid and Leave Behind Literature.

If yes then do you know how are they used in Pharmaceutical Marketing?

Observation:

Serial No.	Response	No. of Responses
1	Yes	100
2	No	0
Total		100



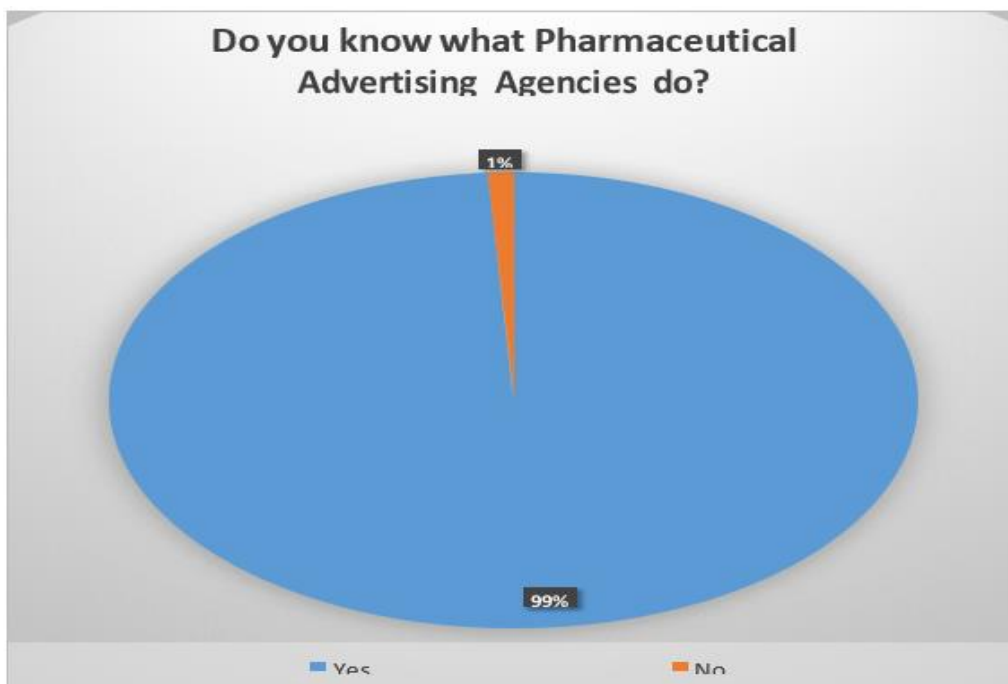
Interpretation:

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came across the outcome that all the Individuals knew about the use of Visual Aid and Leave Behind Literature in Pharmaceutical Marketing.

Do you know what Pharmaceutical Advertising Agencies do?

Observation:

Serial No.	Response	No. of Responses
1	Yes	99
2	No	1
Total		100



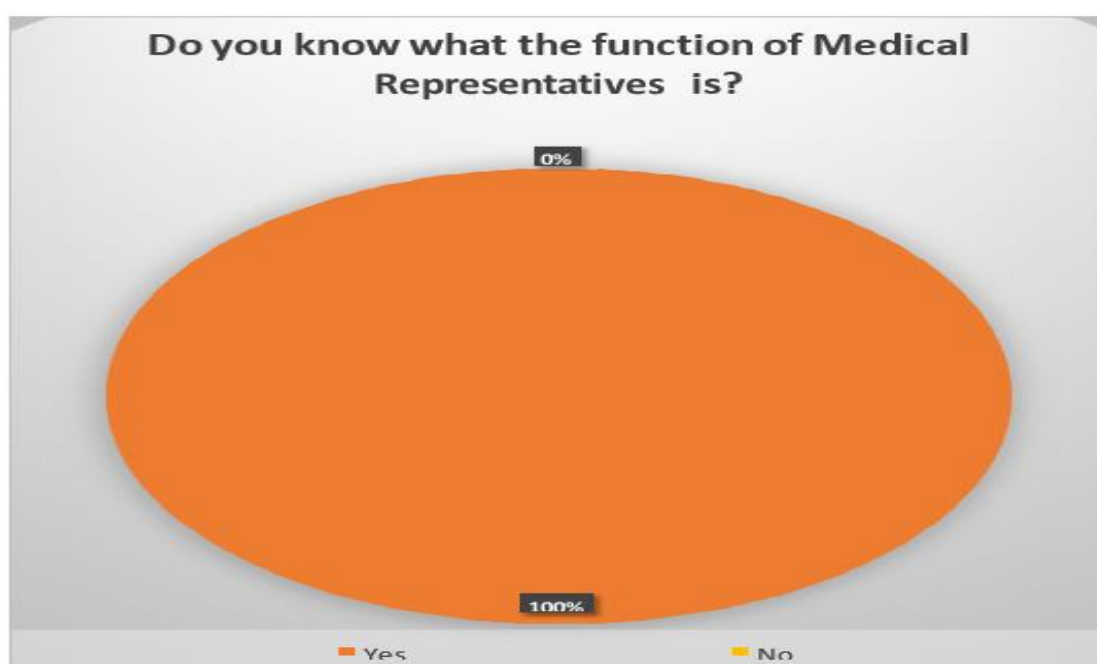
Interpretation:

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came to an interpretation that about 99% of Individuals knew about the working of Pharmaceutical Advertising Agencies.

Do you know what the function of Medical Representatives is?

Observation:

Serial No.	Response	No. of Responses
1	Yes	100
2	No	0
Total		100



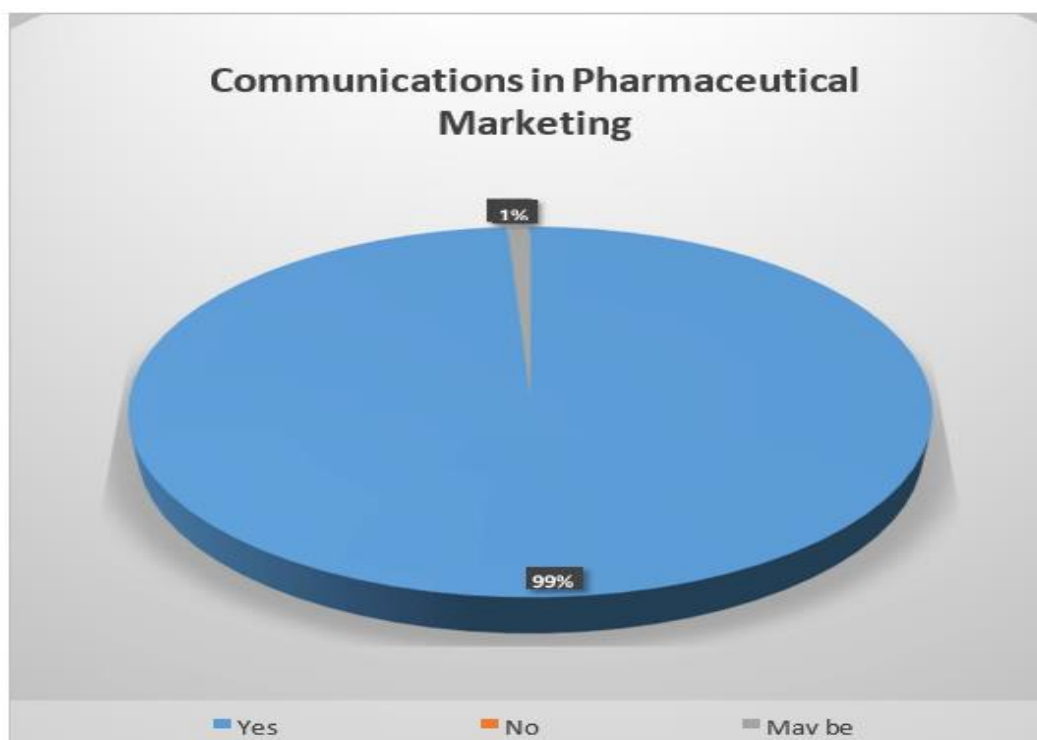
Interpretation

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came across the outcome that all the Individuals knew about role of a Medical Representative.

Do you know what is Communication in Pharmaceutical Marketing?

Observation:

Serial No.	Response	No. of Responses
1	Yes	99
2	No	0
3	May be	1
Total		100



Interpretation:

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came to an interpretation that about 99% of Individuals knew about Communication in Pharmaceutical Advertising Agencies is.

Do you feel Advertising Agencies play a major role in Pharmaceutical Marketing?

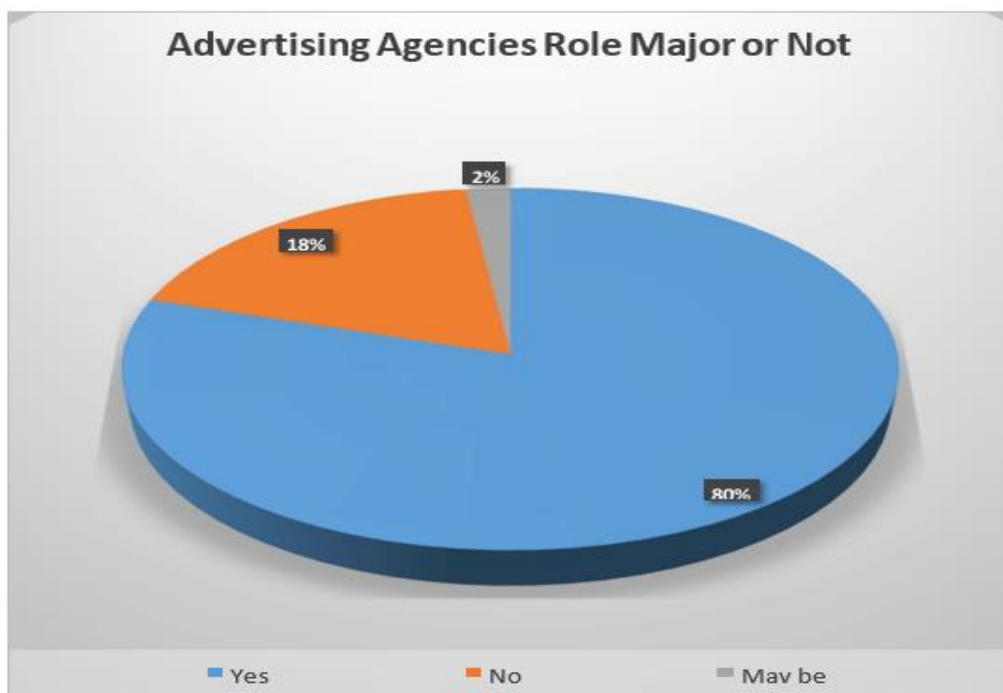
Observation:

Serial No.	Response	No. of Responses
1	Yes	80
2	No	18
3	May be	2
Total		100

Interpretation

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came to an interpretation that about 80% of Individuals believe that

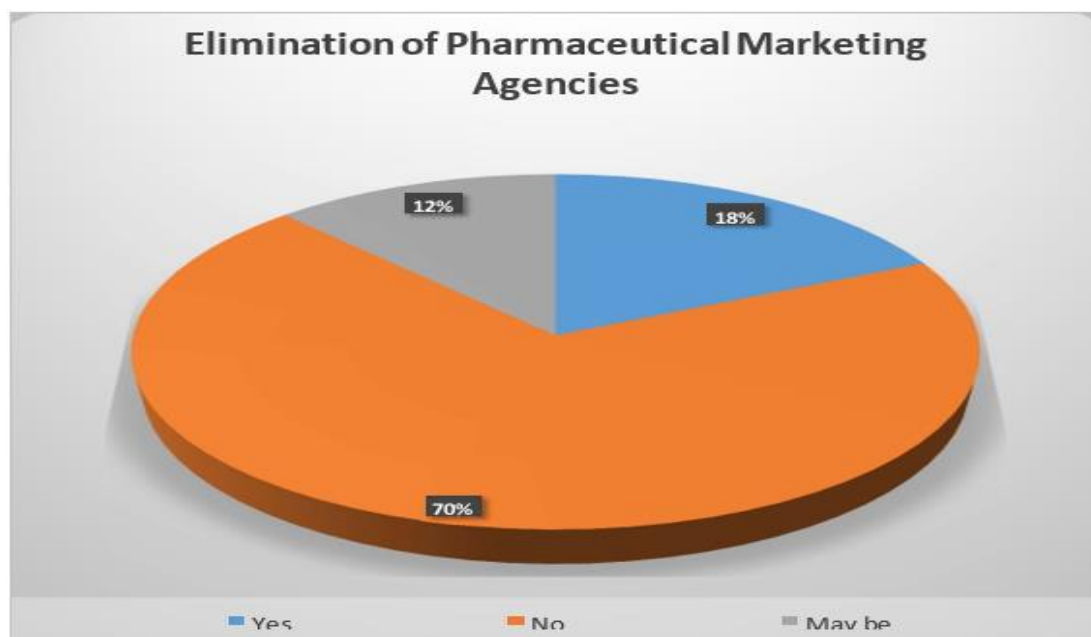
Pharmaceutical Advertising Agencies Play a major role in Pharmaceutical Marketing and 18% believed that Pharmaceutical Advertising Agencies Doesn't Play a major role in Pharmaceutical Marketing.



Do you feel that pharmaceutical companies should eliminate Advertising Agencies and go for Visual Aid /Leave behind Literature making on their own?

Observation:

Serial No.	Response	No. of Responses
1	Yes	18
2	No	70
3	May be	12
Total		100



Interpretation:

As per the survey conducted for a sample size of 100 Pharmaceutical Management Professionals, we came to an interpretation that about 70% of Individuals believe that Pharmaceutical Advertising Agencies should not be Eliminated and 18% believed that Pharmaceutical Advertising Agencies should be Eliminated.

Final Interpretation of Primary Research

A study was conducted on over 150 people who belonged to various National and International Pharmaceutical and Advertising companies about BTL Pharmaceutical Marketing and their way of working. It was observed during the study that maximum people know about what Marketing in the Pharmaceutical industry and they were also aware of various means through which it's done in the market to attract consumers (Pharmaceutical company). It was also observed that a maximum number of people, i.e., 90% of the total number of people agreed that advertising agencies do play a very important role when it comes to various means of marketing as advertising agencies provide various services that range from developing concepts and doing the visualization of a brand that is been given to them. Along with this, they also provide the brand plan along with collaterals planned for Quarterly, half-yearly, or yearly, based on the requirements of the client. They also have in-house designers which help in creating all the inputs that are being intensively responsible for Managing Pharmaceutical Markets. They help with designing, video forming, voice-overs, designing what's app cards, etc. Also, 90% of the people who participated in survey accepted the fact that advertising agencies are the backbone of pharmaceutical companies and that marketing inputs should be designed or created by the agencies as they are very creative with their thought processes.

Recommendations

- Unleash Digital Transformation to add value to your customer experience:
- Talking about Digital Transformation in healthcare, pharma, health Science or medical marketing is a very hot topic, and no doubt your competitor analysis is telling you the same. What's really exciting is the scope of the rapid transformation that has taken place in the industry and the opportunities that presents to us as marketers.
- Build trust through customer-centric content marketing:
- Media strategy: Paid, owned, and earned digital media, which are used to gain an always-on pharma presence and support specific pharma campaign activity
- Digital experience strategy: For creating a pharma platform to support selling on desktop and mobile
- People resources: For implementing your pharmaceutical marketing strategies
- Governance: Controls on the process and measurement for integrating digital marketing and traditional marketing, as well as sales processes, into your strategy

Apply the right media attribution and modeling to your marketing reporting:

- Reach: Pharma content marketing boosts your reach by arming you with share-worthy content to increase awareness and high-ranking positions in search engines
- Act: Good quality pharma content encourages customers to act for their own benefit, such as by signing up for a pharma-related newsletter to receive more pharma content
- Convert: The pharma content on your website plays a pivotal role in online and ROPO conversions and sales
- Engagement: Investing in useful, customer-centric pharma content for customer engagement increases your retention and repeat sale (saving you money on reach,

act, and convert in the future). Engaged, retained customers breed advocacy, which in turn influences more future customers.

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