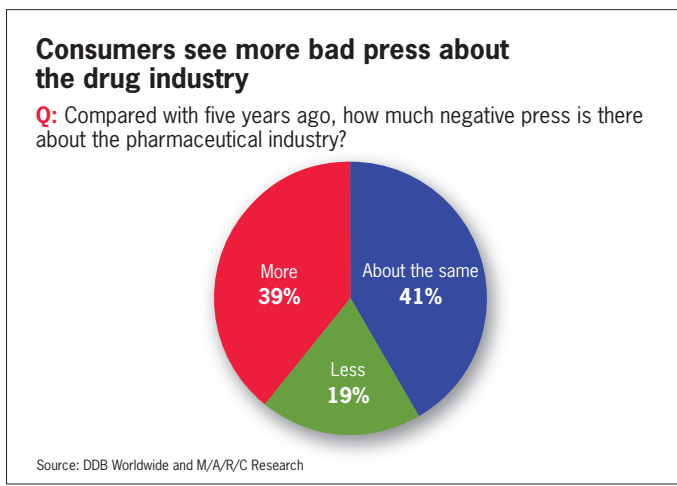


Consumers prefer generics worldwide, says study

CONSUMERS worldwide overwhelmingly prefer medicines that have been around a long time to the latest treatments, and over half prefer generics to branded drugs given the choice, according to a DDB Health survey.

Asked whether they would prefer the latest medicine in its field or one that has been around for awhile, 70% said they'd take the tried-and-true drug over the latest and greatest, and 54% of the 1,800 in 11 countries surveyed said they prefer generics to branded. Of US respondents, 69% said they prefer generics. The finding points to a need to better differentiate newer drugs, said the report.

"Consumers are not going to be as motivated to take action based solely on higher-order/emotional end benefits in the pharmaceutical, or even in the well-being, space," said Maria Tender, DDB director of brand



planning. "Today, more than ever, they will need to see tangible benefits ascribed to brands."

Half of consumers and 44% of doctors said they'd do anything to avoid taking medication until absolutely necessary. Behind that, the report said, is distrust of the industry, but also a sense that

medication represents failure or moral compromise. Marketers must give these consumers permission to seek outside help, the report suggested.

"When communicating to patients about medicines, whether those communications are branded or unbranded, patients

need to be reassured that they have not been bad," said the report. "A layer of guilt (if it does exist) needs to be removed before they will take action."

Of US respondents, 55% said there had been more negative press about pharmas in the past five years, and 47% said they trust pharmas less than they did five years ago. That reflects, in part, democratization of and access to information, the report concluded. On the upside, consumers believe overwhelmingly that the benefits of most medicines outweigh the risks (67%) and that modern medicine has improved society (77%).

The study, by DDB Health and its Omnicom sibling M/A/R/C Research, surveyed consumers and physicians in the US, Canada, Mexico, Brazil, the UK, France, Germany, China, India, Australia and Singapore.

—Matthew Arnold



DDR on DTC BY DEBORAH DICK-RATH

Kudos to Novartis and Deutsch-NYC for their illuminating DTC campaign for Exelon Patch! The latest innovation from the Novartis Neurological franchise, Exelon Patch is a drug device designed to help slow the progression of Alzheimer's. The Deutsch/Novartis team apparently conducted extensive research to understand the experience of Alzheimer's caregivers and determine how to effectively communicate with them. The result of this deep insight-mining is a campaign that truly speaks to the needs of caregivers, who, it seems, are mostly patients' daughters. The campaign empowers these caregivers to seek more information about Exelon Patch by

offering more than just hope and empathy—real help and tools for coping. The brand uses GATV and DRTV along with print and online to drive these caregiver daughters



DTC ads for Exelon Patch offers real help and tools for coping

to take action. At the same time, by reflecting a "quiet place in the storm," the campaign offers the reassurance and support a caregiver seeks. This calming tonality allows it to break through much of the surrounding DTC noise. By using this approach, Novartis and Deutsch are demonstrating what great DTC can and should do in the marketplace—show the sufferer that help is available. Although this time there's a twist—because as this campaign so gracefully illustrates: Caregivers are Alzheimer's sufferers, too.

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Lilly runs racy awareness effort

ELI LILLY & Co. is taking its Vision Racing Wellness Tour on another lap around the racing circuit, offering fans free diabetes screening.

The campaign, in its second year, partners Lilly with Vision Racing, a team that competes in the Indy Racing League, whose races include the Indianapolis 500. Drivers Ed Carpenter and Ryan Hunter-Reay will serve as "ambassadors" for the tour, which offered diabetes screenings at the Indianapolis Motor Speedway through May before moving on to races in West Allis, WI, Fort Worth, Texas, Newton IA, Richmond, VA and Lexington, Ohio. Lilly diabetes products include Byetta, Humulin, Humalog and Glucagon. —MA