

Objective

Analyze the promotional activity of the Top 20 brands by 2010 sales revenue. (The list of top 20 brands was provided by MedAdNews.) This analysis does not include ex-US promotional activity and is limited to promotional activity in the calendar year 2010.

Methodology

This analysis was prepared using data from PharmaVoxx's comprehensive database of pharmaceutical promotional materials.

PharmaVoxx's database is comprised of detailing aids, promotional literature, branded merchandise and electronic communications collected from a diverse and geographically dispersed panel of healthcare providers. Promotional material and online content is also systematically collected from a broad range of medical conferences, publications, manufacturer-sponsored programs and Internet.

Each item in PharmaVoxx's database is carefully cataloged by drug, key subject matter, audience and source, in addition to other identifying data. This thorough cataloging enables quantitative analysis of messaging focus, target audience and distribution channels as well as other parameters.

Key Findings

- There were small degrees of change in the promotional activity of most products, from 2009 to 2010 with several notable exceptions. Plavix, Enbrel, Humira and Herceptin had the largest drop in promotional activity (as a percentage of the top 20 products). Lantus, Advair had the biggest gains in promotional activity
- Auto-immune disease (Enbrel, Humira, Remicade, Rituxan) as a category had the most promotional activity. But when factoring number of Top 20 drugs per category, dyslipidemia was the most promotionally active disease.
- Medical office, hospital and pharmacy detailing remains the most used Channel of Distribution for promotional activity. Online/ internet promotions has grown the most since 2009

If you have any questions about this report, contact Dao Vo, General Manager PharmaVoxx at 714-784-7937 or dvo@pharmavoxx.com.

Table 1. Promotional Share of Voice of 2010 Top 20 Products


PHARMA  VOXX		2010 Promo Activity	Change from 2009
Top 20 Prod by 2010 Rev		As % of Top 20	
1	Lipitor	6.9%	-0.4%
2	Plavix	4.1%	-2.8%
3	Remicade	6.3%	+0.6%
4	Advair brands	7.0%	+2.2%
5	Enbrel	5.8%	-2.1%
6	Humira	5.4%	-1.9%
7	Avastin	5.0%	-1.2%
8	Rituxan	7.1%	+1.3%
9	Diovan brands	3.1%	-1.2%
10	Crestor	8.6%	+1.4%
11	Seroquel brands	3.9%	-0.5%
12	Herceptin	2.8%	-2.3%
13	Actos brands	3.2%	no change
14	Zyprexa	1.1%	+0.2%
15	Singulair	5.1%	+1.5%
16	Nexium	5.1%	-1.5%
17	Lantus	10.3%	+4.6%
18	Abilify	4.2%	+0.3%
19	Gleevec	3.8%	-
20	Atacand brands	1.1%	-

Table 2. Promotional Activity by Disease Area, 2010 Top 20 Products

2010 Promotional Activity by Disease Area

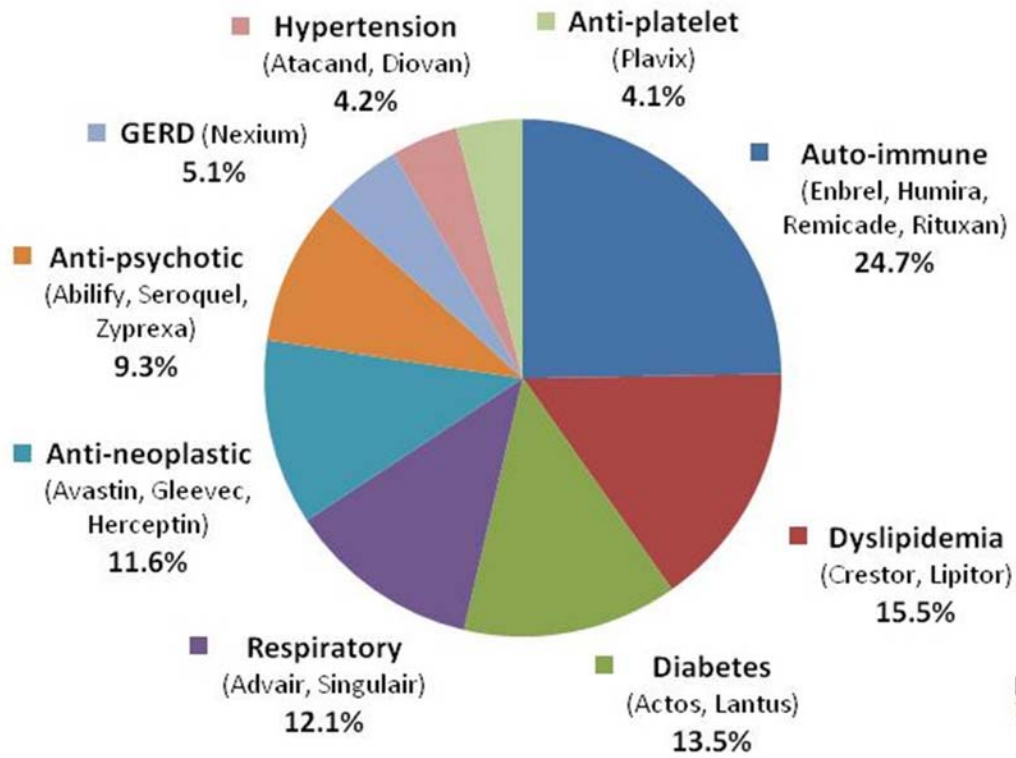


Table 3. Channels of Distribution Analysis, 2010 Top 20 Products

Channels of Distribution, 2010 Top 20 Products

