



# ROWING IN THE SAME DIRECTION? IN CANADA? PITY!

Graham Davies, Davies Strategic Solutions Inc.

If sales and marketing are “rowing in the same direction,” then their respective efforts should be focused on the same single message. However, new Canadian research shows that even among the largest pharmaceutical companies, there is considerable room for improvement.

Recently, together with ACNielsen HCI, we sponsored research to establish Campaign Tracking System (CTS) norms for Canada. CTS’ integrated analysis demonstrates how efficiently support promotion and sales force activity are working together to increase message performance and to change your prescribers’ intentions.

Twenty pharmaceutical campaigns were chosen for this study, representing eleven companies, nine were among the top twenty. In 2005, media spending for these brands ranged from under one hundred thousand dollars to over two million dollars. Campaigns were between four and 34 months old. The ads for these pharmaceutical campaigns (which ran in February of 2006) and the dominant messages in the ads, were evaluated using the CTS methodology. Internet fieldwork was completed in early March 2006.

Previously, ACNielsen HCI research revealed that message retention explains 50% of the change in new prescriptions. This co-relation increases to 70% with high levels of credibility and relevance. In our most recent Canadian research of 20 pharmaceutical campaigns, we observed that message performance varied widely:

1. The brands’ messages were retained by as few as 14% and as many as 90% of their users.
2. Four brands (i.e., 20%) more often than not seemed to be promoting their arch rival.
3. Three brands (i.e., 15%) enjoyed above average message retention, uniqueness, credibility and relevance.

When sales and marketing are “rowing in the same direction,” the brand’s message retention should increase with detailing frequency and print promotion should give an added lift over detailing alone (i.e., leveraging). Of the 11 brands that were used to achieve above average message retention, sales and marketing “rowed in the same direction” only twice (Table 1). Six other brands excelled solely due to their sales force.

Table 1  
Message Retention  $\geq$  Norm 11 of 20 Campaigns

		Detail frequency drives message retention?		
		No	Yes	Total
Print ad leverages detail?	Yes	1	2	3
	No	2	6	8
Total		3	8	11



## Seeking Greater Sales & Marketing Efficiency

Nine brands had below average message retention. For most of these underachievers, detailing did not drive the message. Still, support promotion often did work to raise message retention. Did their sales force support a message different from the ad?

Almost every pharmaceutical executive claims that he practices leveraging and that he uses inexpensive and efficient support promotion linked with/to visual cues (e.g., branding) to reinforce the message delivered by the expensive and more powerful media (such as a representative with a sales aid). Our limited sample of 20 brands represents some of the best firms in Canada. Yet, we saw how few companies had sales and that was marketing actually “rowing in the same direction.”

ACNielsen HCI research has shown that effective integration of and adequate funding for support promotion, magnifies the impact of the sales force and accelerates sales growth. Effective use of leveraging means more moderate-sized brands could profitably deliver higher sales sooner. This diversification means stronger financial results. **CPM**

*For more information about these survey results or measurement tools to demonstrate how efficiently marketing's support promotion and sales force activity are working together to increase message performance and to change your prescribers' intentions, contact Graham Davies at (416) 467-7005 or [g@davies-strategic.com](mailto:g@davies-strategic.com). More information at [www.davies-strategic.com](http://www.davies-strategic.com).*

## Appointment

### Kristen Knott, Director of Pangaea Trade & Logistics Inc.



Kristen Knott

Joseph Knott, CEO of the Pangaea Group of Companies, is pleased to announce that Kristen Knott has been appointed Director of Pangaea Trade & Logistics Inc. Kristen began her career in Key Account Management (which included consumer and healthcare brands, within the consumer packaged goods industry) with Bathurst Sales. For the past five years, Kristen has focused on her leadership and sales skills with IBM Corporation. As Director of Pangaea Trade & Logistics, Kristen will be concentrating her efforts on existing clients and expanding the divisions' offerings.

*Pangaea Trade & Logistics offers Trade Relations, Trade Marketing and Logistics Consulting to Pharmaceutical / Biotech companies in Canada. The group includes two experienced pharmacists as well as seasoned industry executives.*



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