

# THE RESEARCH BUZZ

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## HOW LAUNCH PRINT ADVERTISING CAN HELP 'ENGINEER' SUCCESSFUL TRIAL PRESCRIBING - PART II

In Part I, we stated the obvious - that you only have one opportunity to launch a product, so everything you do should be the best. The "engineering successful trials concept" is based on the belief that a physician's first use of a drug, is more likely to be considered "successful" if the results agree with what the physician expects in both efficacy and side effects. In other words, there are no surprises.

So, how do you use the concept in print advertising?

The answer is you create the "right" list for your product - right patient, initial dosage, expected efficacy, expected tolerability/side effects, expected time to achieve these results - and you then select from that list the one or two elements that are most critical to the achievement of a successful trial. Use language doctors use.

Why only one or two? Because the more information you include in print advertising, the less you actually communicate. [Print ads are "looked at" not studied and must be "reader friendly."]

Which one or two? The one or two most important that, without your communication, are most likely to be overlooked or misunderstood.

Examples? If the class of drug is widely believed to be effective for its indicated use, don't waste space proving it. If dosage or patient type is critical, emphasize it clearly. If there is a side effect that might cause concern, identify it and suggest how to manage. Not talking about side effects has the potential for two bad outcomes: the side effect complaint catches the physician by surprise, and you've given the physician no help in managing it when it happens.

These simple guidelines should be integrated into the graphics and copy of the ad so that the content of the message comes through clearly and is supported by and linked well to the visuals.

To respond to these ideas, view previous Newsletters, or learn more about how Barnes/Hollander may help meet your advertising research needs, please call or email us:

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