

*Summarizing the growing effectiveness of medical journal advertising...  
Palshaw Ad Test findings from 1968 through 2006*

*prepared for  
The Association of Medical Media*

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## ***THE BACKGROUND WHEN WE BEGAN:***

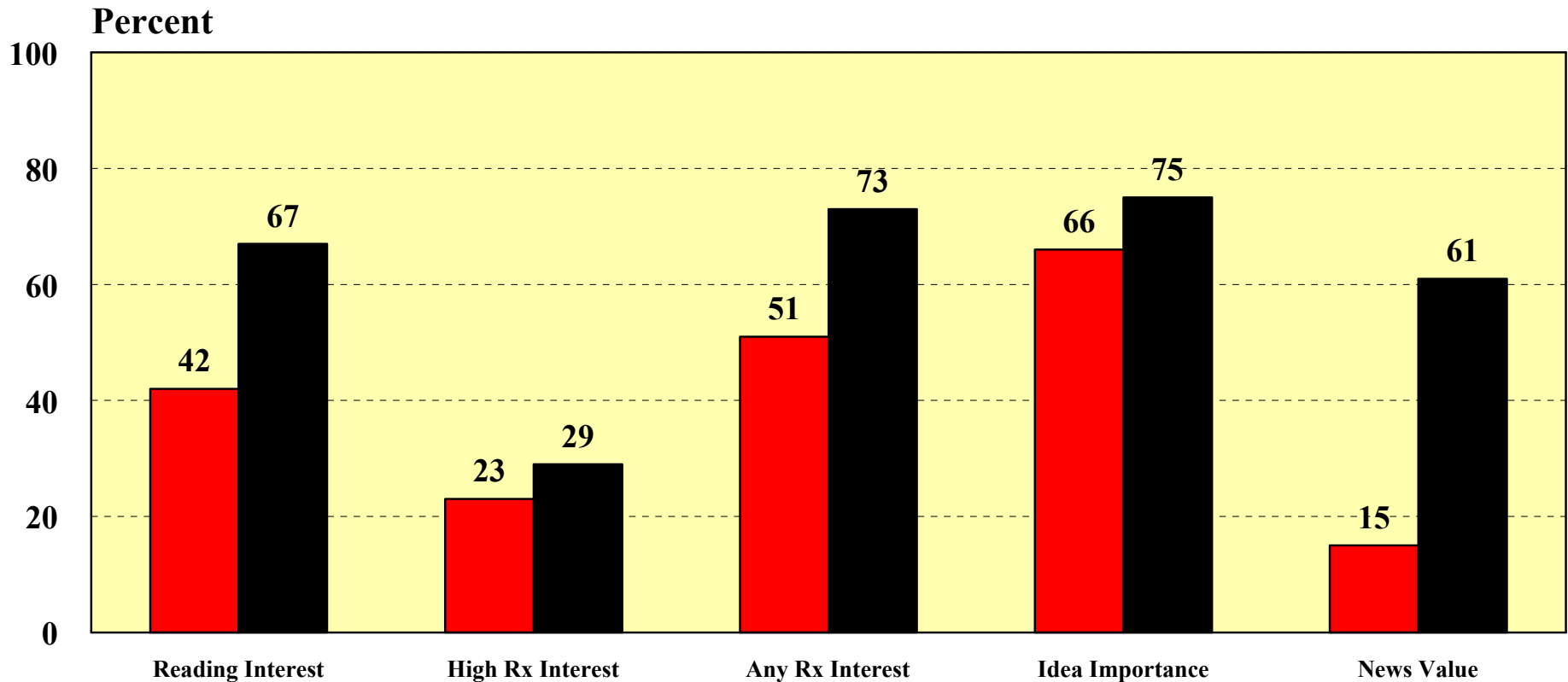
- ① Medical journal advertising in the late 1960s and throughout the 1970s was generally no better than mediocre; outstanding ads did happen, but not often
- ① Systematic quantitative pre-testing built up in earnest in the 1970s, in concert with expenditures
- ① Norms for all prescription drug advertising, for prescription drug ad campaign launches, and for differing performance levels by therapeutic class were established rapidly

## *Included in this analysis...these basic measures of the Palshaw Ad Test*

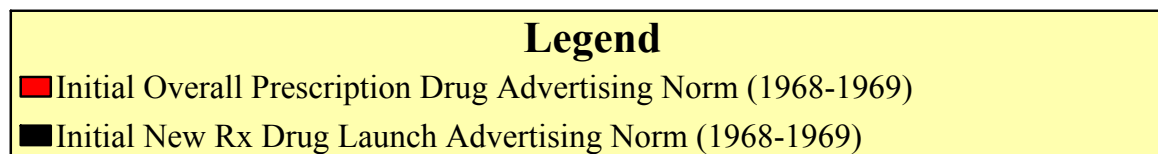
- **READING INTEREST** -- Would physicians be likely to read the ad? (PROBE) What were their reasons why, pro or con?
- **IDEA COMPREHENSION & IMPORTANCE** -- What concepts, claims or arguments were conveyed? How highly did they rate in prescribing importance?
- **NEWS VALUE** -- Did physicians learn anything new? (PROBE) If they did, what was it?
- **PRESCRIBING INTEREST** -- To what extent did physicians admit to a level of prescribing interest? (PROBE) What were their reasons why, pro or con?

**TABLE ONE -- OUR FIRST PRESCRIPTION DRUG & NEW Rx DRUG  
LAUNCH AD NORMS -- Palshaw Ad Test results from late 1968/early 1969**

*(NOTE: Each Norm is based on the first 15 ads studied in the category, overall Rx Drug or New Rx Drug Launch ads)*



*New Rx drug ads averaged significantly higher than Rx drug ads for established products*



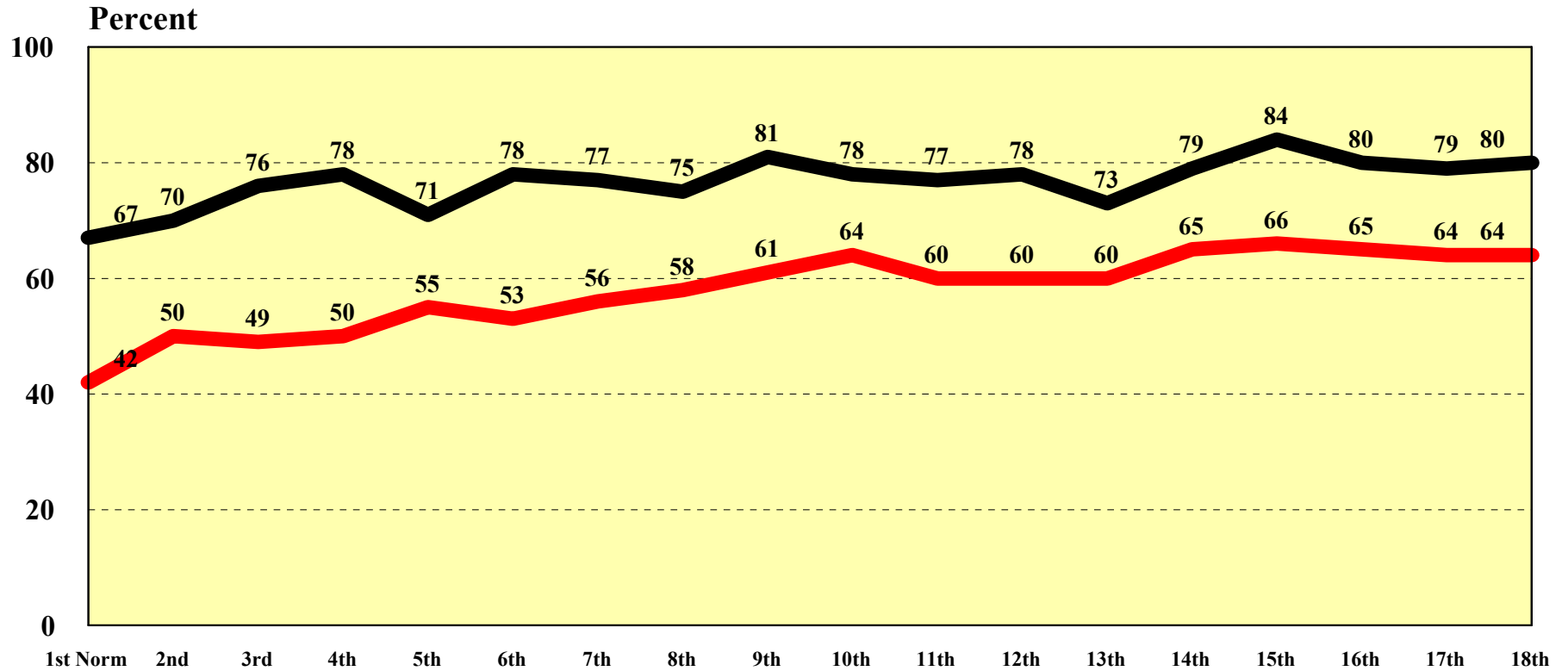
***TABLE ONE COMMENTARY:***

***While it's perhaps no surprise that the initial Norm for Rx Drug Launch Ads significantly outperformed the initial overall Norm for prescription drug ads, that latter overall Norm showed numerous areas of weakness.***

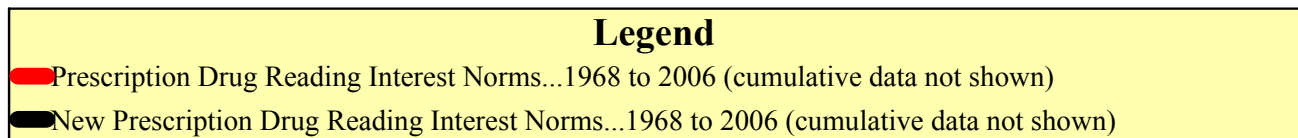
***And it has not since been as low as was revealed here ...every slice of the overall Norm taken in subsequent years has surpassed the initial Norm.***

**TABLE TWO -- Changes in the Palshaw Ad Test Norm for Reading Interest...Rx Drugs & New Rx Drugs 1968 through 2006**

*(NOTE: The initial norms were based on the first tests producing enough data to establish Norms; subsequent results for the overall Prescription Drug Ad Norm are typically based on 135-150 ads each...and for the New Prescription Drug Ad Norm, 20-30 ads in each grouping)*



*As the chart illustrates, overall Rx drug ad performance is closing the gap on Rx launch ads*



***TABLE TWO COMMENTARY:***

***OVERALL Rx DRUG AD NORM:*** *In the late '60s and throughout the 1970s the average level of Reading Interest earned by prescription drug ads being studied under the Palshaw Ad Test ranged from a low of 42% (the initial Norm) to percentages in the mid 50s.*

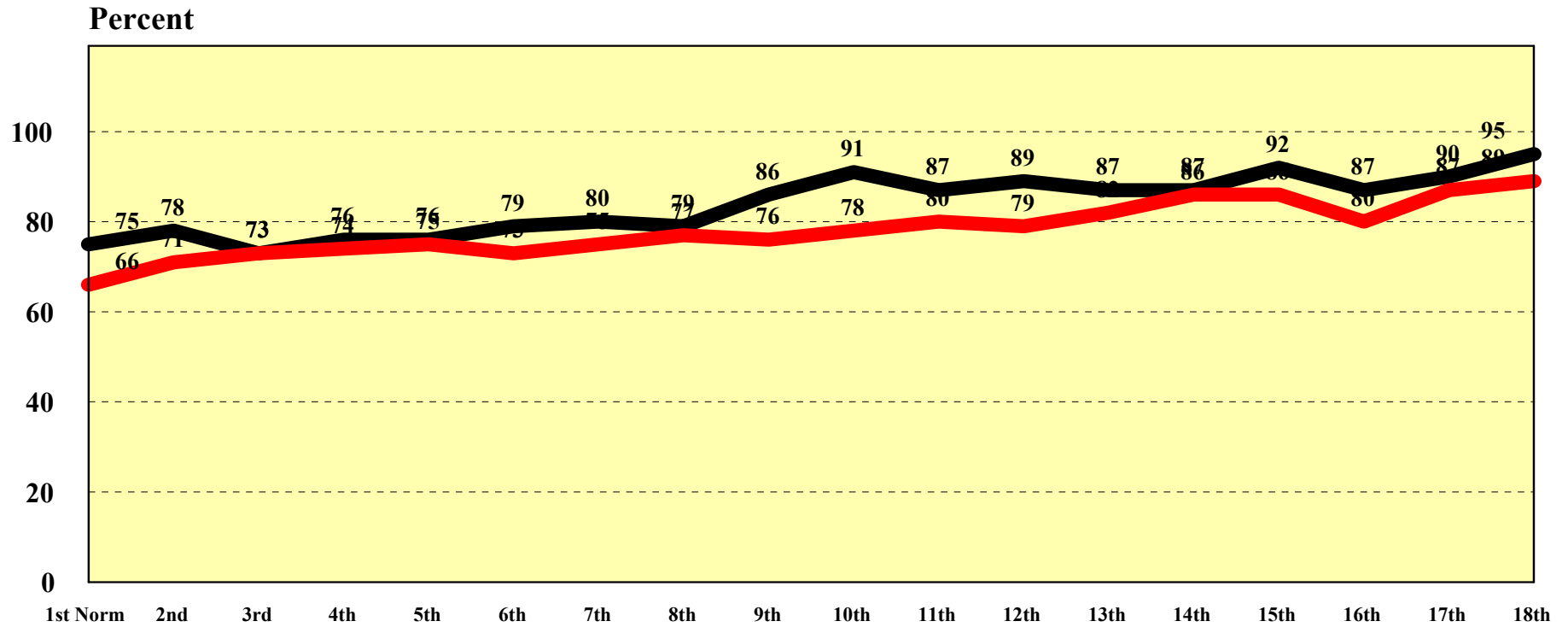
*Since then, each normative grouping of 135-150 ads has tended to reach percentage levels in the 60s (most recently at an average level of 64%, still significantly lower than Rx launch ads, but closing the gap).*

***NEW Rx DRUG LAUNCH ADS:*** *Early on we typically found launch ads for New Rx Drugs scoring about 20 percentage points higher than the overall Rx Drug Ad Norm.*

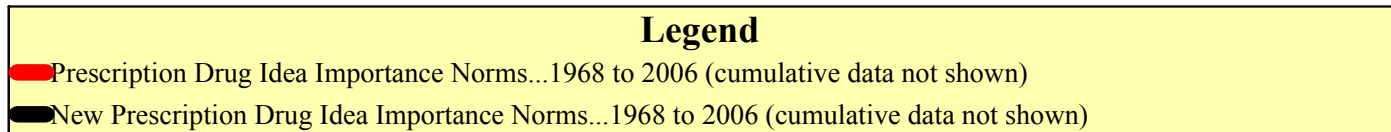
*That gap is narrowing, even as launch ad results improve.*

**TABLE THREE -- Changes in the Palshaw Ad Test Norm for Idea Importance...Rx Drugs & New Rx Drugs 1968 through 2006**

*(NOTE: The initial norms were based on the first tests producing enough data to establish Norms; subsequent results for the overall Prescription Drug Ad Norm are typically based on 135-150 ads each...and for the New Prescription Drug Ad Norm, 20-30 ads in each grouping)*



*The last 6 groupings pinpoint 80% or better prescribing importance of Rx drug ad messages*



**TABLE THREE COMMENTARY:**

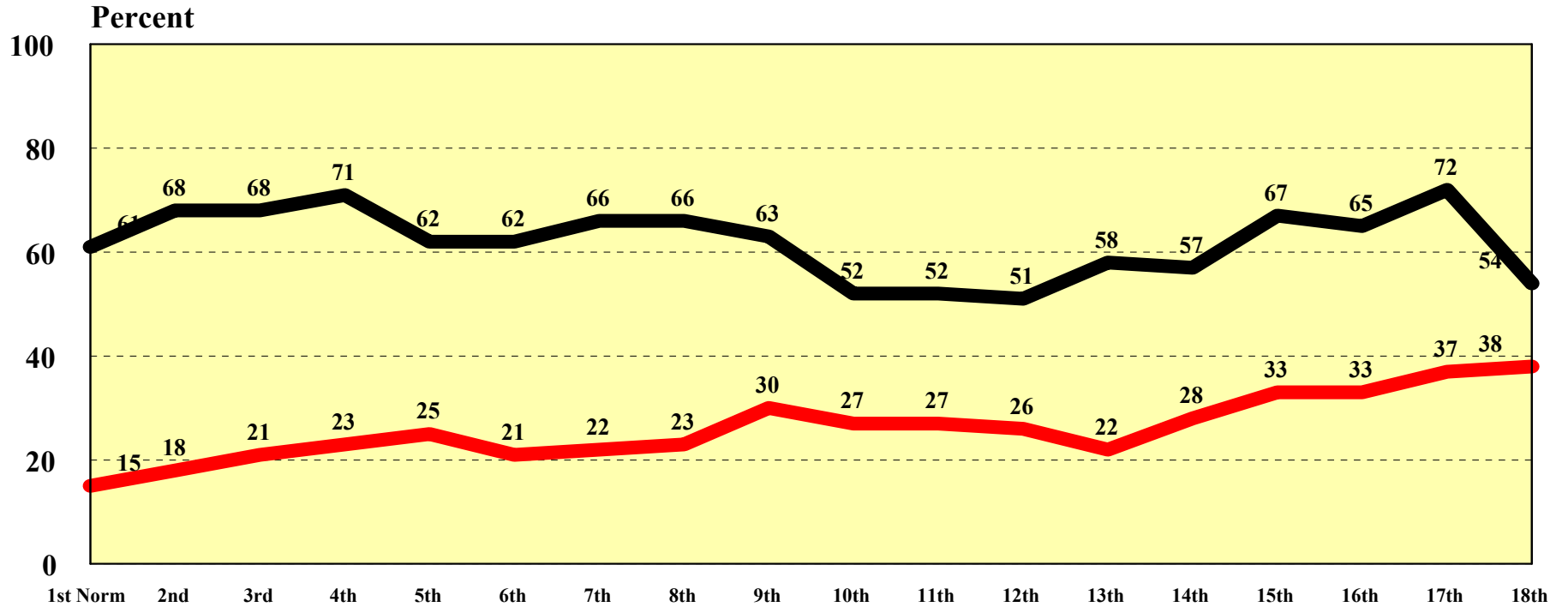
**OVERALL Rx DRUG AD NORM:** *With the exception of the initial 15-ad Prescription Drug Idea Importance Norm of 66%, average results through the 1970s and 1980s were typically found at a percentage level in the mid to high 70s.*

*The last six normative groupings, however, could all be found at 80% or better...attaining a high of 89% in the most recent analysis (an exceptional performance documenting on-target idea communication).*

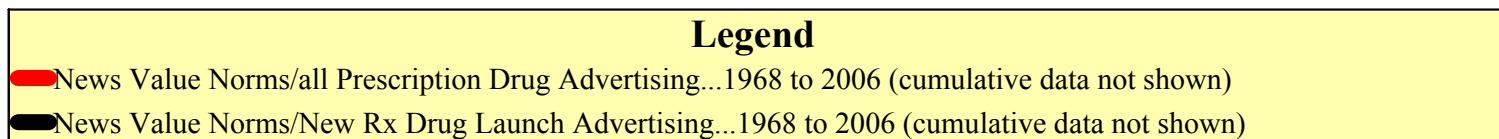
**NEW Rx DRUG LAUNCH ADS:** *As was the case overall, earlier results were substantially less successful than those in more recent groupings...the 2nd-half being no worse than 87%, and four times being over 90% (finishing up with a new high of 95%).*

**TABLE FOUR -- Changes in the Palshaw Ad Test Norm for News Value...Rx Drugs & New Rx Drugs 1968 through 2006**

*(NOTE: The initial norms were based on the first tests producing enough data to establish Norms; subsequent results for the overall Prescription Drug Ad Norm are typically based on 135-150 ads each...and for the New Prescription Drug Ad Norm, 20-30 ads in each grouping)*



***Overall results are at their highest most recently...New Rx Drug results are inconsistent***



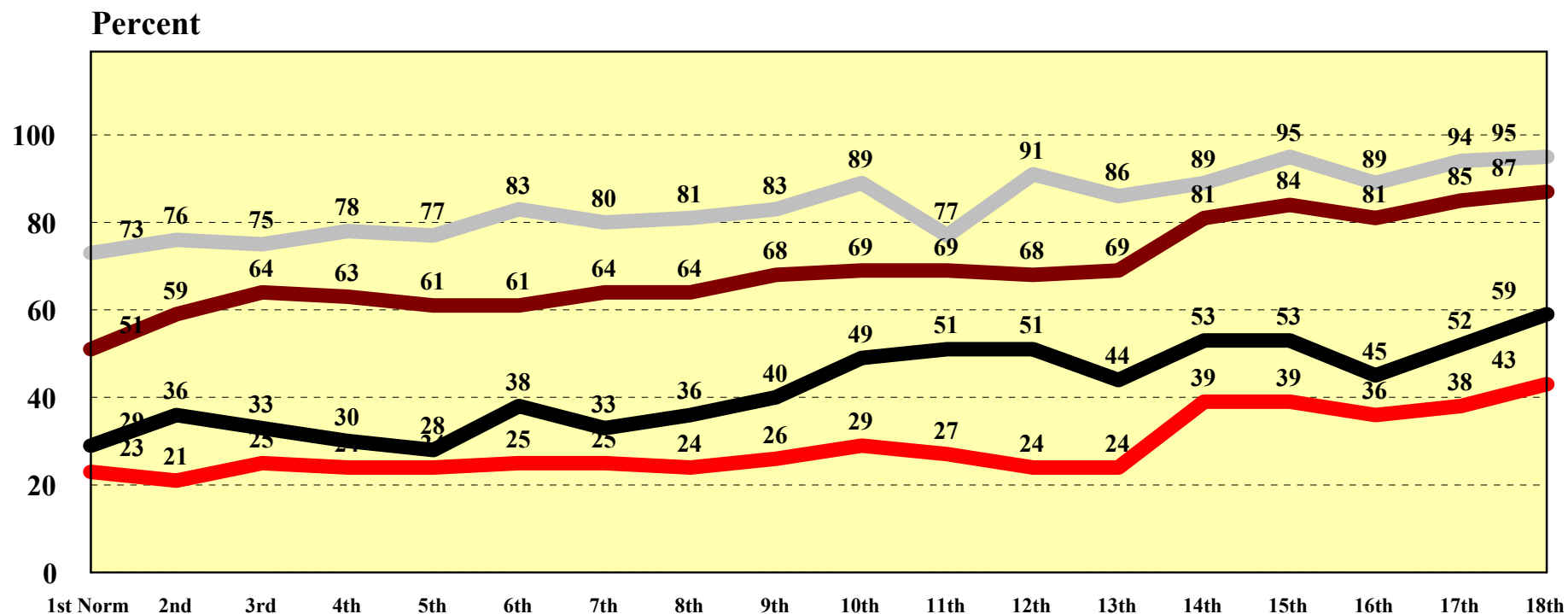
***TABLE FOUR COMMENTARY:***

***OVERALL Rx DRUG AD NORM:*** After an initially weak 15% Norm established back in 1968, the News Value of Prescription Drug advertising averaged in the low to mid 20s throughout the 1970s and 1980s, and – in the last 4 groupings of data (for the late 1990s and from 2000 onward) – scored at a News Value level of 33% or higher.

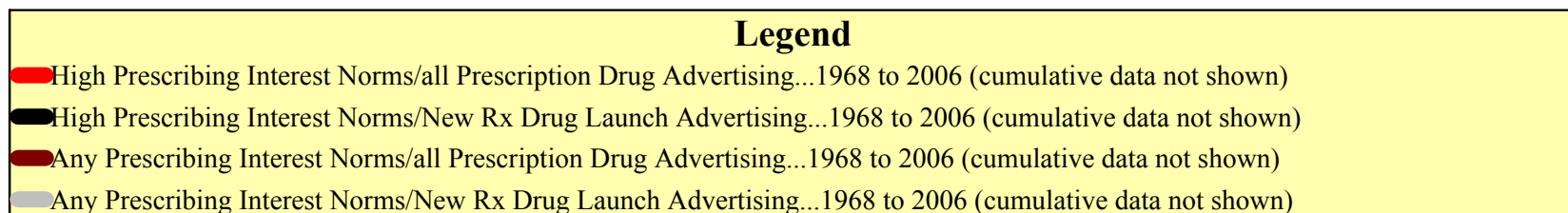
***NEW Rx DRUG LAUNCH ADS:*** The proliferation of multiple communications channels in addition to medical journal advertising has in large part negated the trend toward higher scores in recent groupings, though the highest score yet attained for a grouping – 72% in group 17 – is certainly recent.

**TABLE FIVE -- Changes in the Palshaw Ad Test Norm for Prescribing Interest...Rx Drugs & New Rx Drugs 1968 through 2006**

*(NOTE: The initial norms were based on the first tests producing enough data to establish Norms; subsequent results for the overall Prescription Drug Ad Norm are typically based on 135-150 ads each...and for the New Prescription Drug Ad Norm, 20-30 ads in each grouping)*



*As found on other measures, the last 5 groupings showed the strongest performance*



**TABLE FIVE COMMENTARY:**

***OVERALL Rx DRUG AD NORM:*** After a weak beginning (initially just 51%, and with results through the 1970s and 1980s at percentage levels in the 60s and 70s), overall (Any) Prescribing Interest vaulted past the 80% level in the last 5 groupings.

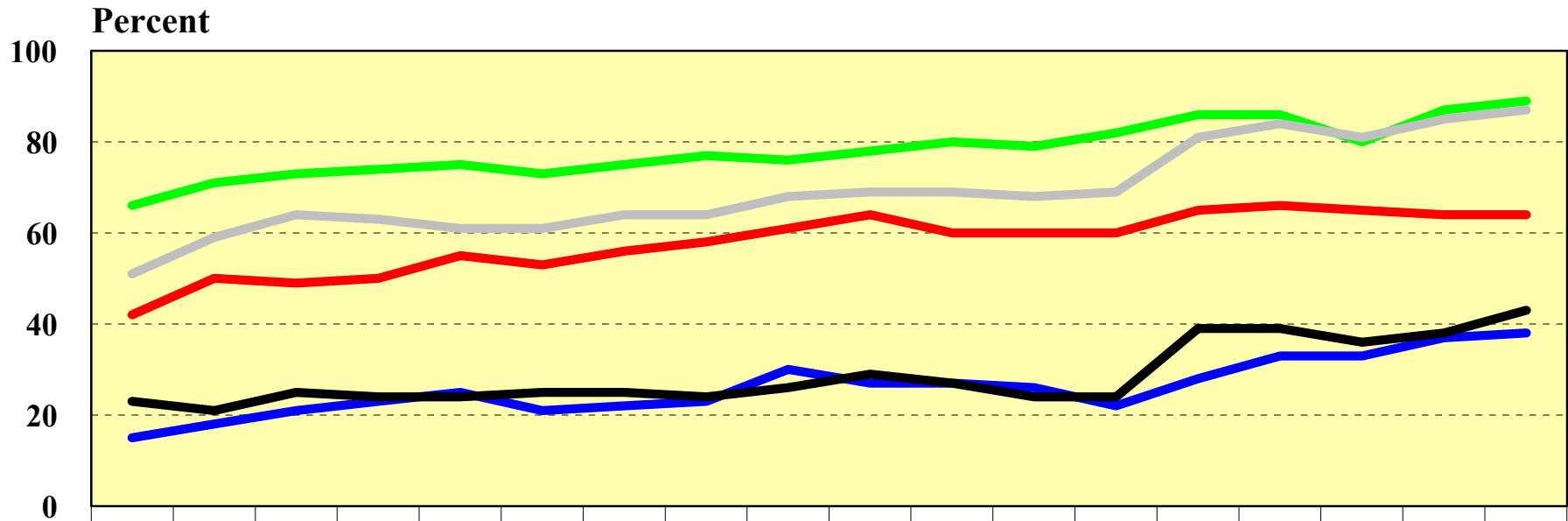
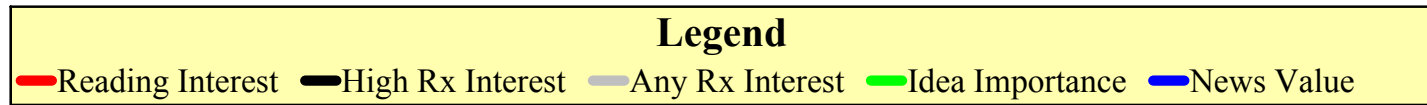
***In the case of High Prescribing Interest, the last 5 groupings again illustrated a breakthrough, with percentages in the high 30s and (most recently) 43%.***

***NEW Rx DRUG LAUNCH ADS:*** 4 of the last 5 groupings revealed High Prescribing Interest levels over 50%, with a new high of 59% established most recently;

***Any Prescribing Interest finished quite strong as well, with 3 out of the last 5 groupings scoring over 90% (the most recent -- 95% -- tied a previous high).***

## *TABLE SIX -- Palshaw Ad Test Norms for Prescription Drugs...1968 through 2006*

*(NOTE: The initial norm was based on the first 15 ads tested; subsequent results are typically based on slices of 135-150 ads each)*



	1st Norm	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th
Reading Interest	42	50	49	50	55	53	56	58	61	64	60	60	60	65	66	65	64	64
High Rx Interest	23	21	25	24	24	25	25	24	26	29	27	24	24	39	39	36	38	43
Any Rx Interest	51	59	64	63	61	61	64	64	68	69	69	68	69	81	84	81	85	87
Idea Importance	66	71	73	74	75	73	75	77	76	78	80	79	82	86	86	80	87	89
News Value	15	18	21	23	25	21	22	23	30	27	27	26	22	28	33	33	37	38

**TABLE SIX COMMENTARY:** *This chart, which reveals the score values in each slice of data extracted from the overall Prescription Drug Advertising Norm, perhaps best illustrates what we've been able to document regarding the per unit growth in the efficiency of medical journal advertising. When we started testing it, it wasn't very good. 38 years later, it has become very good indeed.*

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***38 years later, it has become very good indeed.***

## *Among our findings from 38 years of medical journal ad testing ---*

- The early results were not good. Ineffective advertising often outweighed the effective ads.
- As would have been expected, average test results for launch ads have always had an edge over the average performance of ads for established drugs. But now the gap is narrowing.
- While growing sophistication and creative skill in the development of medical journal advertising... coupled with a greater commitment to research...has led to improved performance, what's most surprising has been the consistency of that improvement.
- Today's medical journal advertising tests reveal performance levels that can quite honestly be termed "outstanding" (the field can no longer be referred to as "a low interest category"... it is "a high interest category").
- Medical journal advertising continues to be validated as one of the key communications channels on which physicians rely for information on prescription products.