



# Opportunity texts:

# Mobile marketing and the pharmaceutical industry

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## Summary Report

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Mobile marketing and advertising has been called the Wild West, and although other industries are moving toward the mobile channel, pharma companies are more reluctant to do the same due to regulatory restrictions.

Yet just as pharmaceuticals are among the most personal products advertised to consumers, mobile is one of the most personal media. People have easy access to their cell phones and carry them wherever they go.

"Overall, there's definitely a wide opportunity for mobile marketing in the pharma space that's not being capitalized on," Sacha Xavier, group media director at Avenue A/Razorfish, tells ePharm5.

Although many industries employ mobile banner ads, it's harder for pharma to do so because there is often no room to include the FDA-required fair balance on the very small screens. Although there are ways for pharma companies to participate, many are afraid to be the first to use mobile in a campaign. But now may be the best time for pharma to leverage mobile. Pharma brands and messages can stand out because the medium is not saturated by the competition, says Xavier.

#### **Components of a successful mobile campaign**

- \* Be sure it's opt-in. Don't annoy consumers with unwanted messages
- \* Provide an easy way to opt out. Merck's Tell Someone text campaign allowed users to text the word "STOP" to opt out.
- \* Use a 360° approach. Integrate mobile calls to action through a multimedia campaign.
- \* Build a database of the consumers who opt in to your campaign.

**Opportunity Texts:** *Mobile Marketing and the Pharmaceutical Industry* spotlights several pharma mobile campaigns, including execution and performance metrics. Campaigns from Pfizer, Merck, GlaxoSmithKline, and Organon are included. The report also features insights from the mobile firms behind those campaigns.

#### **Also featured:**

- \* Answers to common questions about the mobile marketing landscape, such as the difference between mobile marketing and advertising
- \* Details about the components of a successful mobile campaign
- \* The available market of baby boomers who have mobile phones, and use text messaging.
- \* Ways mobile marketing can improve drug adherence and brand image
- \* Common pitfalls and how to avoid them
- \* An addendum of recent mobile marketing news coverage in ePharm5