

14424 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

in the most detailed manner possible. Not only do we wish to have immunization of all Americans by later this year, but we would like to have immunization of high-risk individuals first. In short, a complete timetable must be developed for different audience segments, identifying high-risk groups and areas as well as a host of other factors.

The third question takes us from the area of planning and into the harsh reality of execution. Question No. 3 is "How do we get there?". I won't go through a detailed listing of all the strategies that are involved in the process, but I would like to mention a few. First, in the area of audiences and audience segmentation, we would begin by specifically identifying our target audience, their geographic and demographic characteristics. In short, their profiles and what groups they would logically fall into. Having identified our audience, we would define through market research those specific appeals most effective at eliciting the desired response from each segment. For instance, it may be found that the suburban housewife should be the primary target for our communications in Midwest areas where the median income is \$20,000 and above; and it might be determined that the appeal most effective with her would be love of family or the desire to be a "good mother". It may, however, be found that in the lower income areas of the city that the father should be the target, and perhaps the most effective appeal with him would be pride in being a good protector.

In short, we must develop the most appropriate fact base and make the most effective appeals to the proper audiences, and we must rigorously resist operating under false assumptions.