

"Direct mail is also good for us, and we use it a lot."

A medical ad agency executive gave this statement on media:

"Media are selected on the basis of the objectives sought in the promotion of a product. JAMA is good to keep the name of the House before the physician-public, and to advertise Council-Accepted products, particularly new or specialized ones. We use other journals particularly for specialty products or for proprietary drugs. Direct mail is used to push specific products."

A manufacturer of industrial chemicals and pharmaceuticals outlined his formula:

"For a new product that requires presentation to the medical profession, a company should get Council Acceptance if possible. It should then run an insert or series of inserts in JAMA announcing the product. But it won't get the desired interest or distribution unless it also announces it to wholesalers and hospitals, and the JAMA ads should therefore be tied in with detailing. The next step should be a follow-up by direct mail, and by ads in the specialty journals if appropriate. Direct mail is the costliest of the three media, but it is the most selective."

The same man said elsewhere:

"There has been a lot of money spent on pharmaceuticals recently, but this year there has been a falling off. I guess all advertising budgets will be cut next year."

"Our policy, in a depression, would be to cut down on detailing, direct mail, and ads in specialty journals. We would concentrate on ads in JAMA and other top-circulation journals."

As we mentioned earlier, the amount of emphasis put on the various advertising channels varies considerably from company to company, and in the same company from product to product.

One of the main reasons advanced by advertisers for preferring detailing and direct mail over journal advertising is that in the first two the advertiser has a measure (if crude) of its effectiveness, through inquiries and returns:

"Pharmaceutical houses prefer detailing to all other advertising and selling methods. They know how much they are paying out and how much they are getting in return. This is also true of direct mail, to a great extent—you have some check on its profitability. Journal advertising is the least attractive to them because its profitability is impossible to check. It would be helpful, in this connection if advertisers could be informed of the extent to which doctors read JAMA."

The president of an X-ray equipment company stated:

"Our journal advertising is purely prestige and institutional advertising. Direct mail is used for specific products. However, we intend to get prospects from journal ads also, because most ads have coupons attached. Both means of advertising are important. We would not have one without the other."

A large ethical drug manufacturer mentioned that they split their advertising budget among the three channels:

"Generally we advertise in JAMA for institutional purposes and other non-specialty journals for broad coverage. The journals get about 20 percent of our advertising and promotion budget, direct mail gets about 30 percent and detailing about 50 percent."

Another ethical drug manufacturer, in summarizing their position on media selection, said:

"This depends on many factors. With a new product, direct mail is usually preferable; with an established one, journal advertising. However, in the case of a new product that has received Council Acceptance, JAMA advertising is a 'must'."

The advertising manager of a chemical and pharmaceutical house emphasizes the interdependence of the various media:

"We look on JAMA advertising as a means for building our reputation and for activating our direct mail at low cost. Direct mail *sells* our products, but it has to follow *journal* advertising and would be useless without it. We spend comparatively little on detailing at present, since we are a new firm with a small sales staff."

This same idea was expressed by a drug manufacturer, most of whose products are not eligible for Council Acceptance:

"Direct mail and journal advertising complement each other. We do not use one for one purpose and the other for another."

A consultant stated:

"Direct mail is the most effective medium for a *new* product. You can aim more effectively at the specific group you want to read; for example, specialists