

APPENDIX X

THE FOND DU LAC STUDY: An Intensive Study of the Marketing of Five New Ethical Pharmaceutical Products in a Single Market, Resulting in Some Theory of Scientific Marketing and Service Programs for Action

A Basic Marketing Study made for the AMERICAN MEDICAL ASSOCIATION*

1956

CHAPTER 1. OBJECTIVES

The Fond du Lac Study Is Part of a Series

In 1950, Ben Gaffin & Associates made its first study for the American Medical Association on Attitudes and Practices of U. S. Physicians Toward the Journal of the American Medical Association. This study revealed to the JAMA editors both the reading habits, and the favorable and unfavorable attitudes toward the Journal held by the various types of physician audiences constituting the overall JAMA circulation.

The 1953 Survey of Advertisers

In the fall of 1952, Mr. Thomas Gardiner and Mr. Robert Lyon of the AMA Business Office invited us to apply survey research methods to uncovering ways in which the sale of advertising space in JAMA and other AMA publications could be increased. We outlined for them a two-step study: A Study of Advertising and the American Physician, Part I -- The Advertisers' Viewpoint, and Part II -- The Physicians' Viewpoint. The utilization of the study findings netted the AMA a return of 3600% in increased pharmaceutical advertising for each dollar spent on the research.

The survey of pharmaceutical advertisers played a part in bringing about a number of policy changes: the institution of an index of advertisers, the exclusion of cigarette advertising, and the eventual dropping of the 58-year old Council Seal of Acceptance Program.

The 1953 Survey of Physicians

The survey of advertisers also served as a pilot study in orienting the general survey of physicians on the channels of product information, which comprised the second part of the study. This Physician Survey furnished the information released by the AMA Business Office to the pharmaceutical industry in a series of 20 mailing pieces, the last of which was sent out the end of 1955.

This survey was designed to give information on: the U. S. physician market; how physicians learn about new products; comparable information

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