

### The Proposal on the Fond du Lac Study

In September 1954 we submitted a "Preliminary Proposal" for an Intensive Study of the Marketing of Some Pharmaceutical Products in a Single Marketing Area" to Mr. Gardiner and Mr. Lyon of the AMA Business Office.

### The Objectives As We Started Out

The objectives of the study, as far as the pharmaceutical advertisers was concerned, were given as follows:

"To uncover, in as much detail as possible, all relevant facts which have a bearing on the sale of a particular brand of the selected new and established products over competitive products, in this specific market. In other words, we will study the factors which have motivated the physicians to prescribe the specific drugs they prescribe; the factors which have motivated the pharmacist to stock the particular drug and competitive ones; the factors which have influenced the hospital in selections of specific drugs to use; and how much each of these three groups influence each other; and the relative weight of the influence of each upon each other.

"Among the specific influences upon the doctor, the pharmacist, and the hospital, we will attempt to study the part played by the commercial communications channels; detailing, direct mail, and medical journal advertising; and the relative influence of the professional channels; journal articles, medical society papers, hospital news, word of mouth, etc.

"As in any sound research project, we will attempt to uncover general principles from the study of this particular local situation which may be applied in the future in such a way as to increase the desired results following from the application of this new knowledge."

The proposal then went into the reasons for the selection of this particular area of knowledge to study:

"To our knowledge, no previous study of this type and scope has ever been undertaken. The area covered is a most fundamental one on which all major marketing decisions are based. It is, moreover, our impression that less is known about this particular area than in any of the less important areas, through there are more divergent theories, 'seat of the pants' decisions, and pet hunches, followed in this area than in any other.

"If this study reveals a tenth of what we have reasonable hopes of learning, it will enable the American Medical Association to perform a service for the industry of such magnitude that the industry will be very mindful of AMA publications when setting up advertising media allocations."