

## NATIONAL PROMOTION OF SERPASIL

Ciba already had a large investment—approaching \$1,500,000—in its forthcoming product when Raudixin and Rauwiloid came on the market. The impressive rating of Raudixin in the Nielsen drug report speeded up the entry of Serpasil into the field.

The first year's national advertising and promotion effort for Serpasil cost in rough figures about \$1,900,000.

The largest incurred expense was for detailing, Serpasil having been the company's featured detailing item since its introduction. An estimate of the 1954 cost of detailing comes to about .....\$900,000

Direct mail for the first year—self-mailers, letters, enclosures, etc.—required roughly .....\$400,000

Journal advertising represented a cost of .....\$250,000 (two-thirds in the first six months and one-third in the second six months, when an equal size journal campaign was being run for Serpasil-Apresoline).

Sampling was very heavy also—a small pre-introductory supply was sent to each drug store, and physicians were sampled liberally through detail men and direct mail .....\$200,000

Exhibits, in commercial and scientific sections at medical meetings where permission was granted to feature the item, and at selected hospitals .....\$150,000

It may be noted here for future remark that Ciba did no test marketing or marketing research on the product other than referring to the Nielsen figures. The ratios of one-and-a-half million dollars for technical research and development and almost two million dollars for advertising and promotion to practically nothing for marketing research are not uncommon in the pharmaceutical industry. This is a constant source of amazement to many practitioners of scientific marketing in other fields.