

THE SERPASIL MARKETING MIX

Ciba already had a large investment—approaching \$1,500,000—in its forthcoming product when Raudixin and Rauwiloid came on the market. The early impressive rating of Raudixin (Squibb) 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.

