

NATIONAL PROMOTION OF FURADANTIN

Dollar estimates of the amount of Furadantin advertising and promotion are not readily at hand, but some idea of the cost may be obtained through indicated use of various media.

At the time of the study about 150 different pieces of direct mail had been sent out—

12 mailings were made in 1953 to urologists only

110 mailings were made in 1954 to

urologists, pediatricians, and general practitioners

25 mailings were made in the first quarter of 1956 to the above groups plus obstetricians and gynecologists.

Some mailings were also sent to druggists, technicians, and hospitals.

Furadantin was detailed nationally, although not until October 1954 in the Fond du Lac area.

A sizable part of the advertising budget was devoted to journal advertising. The 1954 journal schedule serves as an example—

American Journal of Medicine	12 insertions
Annals of Internal Medicine	12 insertions
California Medicine	12 insertions
GP	12 insertions
J.A.M.A.	60 insertions
Journal of Urology	12 insertions
Medical Examiner	17 insertions
Medical Times	12 insertions
Modern Medicine	12 insertions
World Medical Journal	1 insertion
New York State Journal of Medicine	12 insertions
Journal of Pediatrics	7 insertions
American Druggist	10 insertions

Samples of Furadantin had been sent to or left with selected physicians and about half (28) of those in the Fond du Lac area recalled receiving samples.

Eaton had helped defray the expense of scientific exhibits at four national conventions of urologists and the profession and at one meeting of the New York Academy of Medicine. In addition, from the introduction of Furadantin up to the time of this study, Eaton had shown commercial exhibits at 66 medical conventions.

The only market research done for this product consisted of prescription panel surveys to check the size of the market, the competition, etc. No test markets were used.