

NATIONAL PROMOTION OF BUTAZOLIDIN

In the first seven or eight months on the market, the national advertising and promotion cost for Butazolidin amounted roughly to \$420,000.

The following are the amounts spent from May to the end of 1952—

The largest advertising expense incurred was for direct mail. The 21 mailings made in 1952 came to a total cost of about\$190,000

Detailing was of secondary importance as the company had only 14 representatives at the time, and these were located primarily on the east and west coasts. At no time was there a detail man for the Fond du Lac area. The 1952 costs are estimated at\$140,000

Ads were run in eleven medical journals during 1952 at a cost of about \$45,000

Sampling was done in three mailings in 1952..... \$40,000

Exhibits were made at medical meetings in four states (not Wisconsin) \$6,000

Very little marketing research was done on Butazolidin. No test markets or sample surveys were used. The market was studied "in general but without a formal research program."