

NATIONAL PROMOTION OF ACHROMYCIN

Achromycin was launched with a very heavy advertising budget in its first year—somewhere in the neighborhood of \$2,500,000. Most of this advertising was of the blanketing type; for example, every physician in the country received on an average of two Achromycin mailings each week.

Heavy outlays were made for other media, especially detailing—

Detailing \$1,026,000
including literature and samples (\$85,500 a month)

Direct mail \$ 851,000
105 mailings to full list of
M.D.'s
7 dental mailings
2 druggist mailings

Medical journal advertising \$ 470,000
monthly insertions in *Modern Medicine*, *Medical Economics*, regional journals, all state journals, 116 county journals, and most specialty journals.
26 insertions in the journal of the American Medical Association

Exhibits at medical meetings \$ 100,000
200 during the year

(plus sales promotion devices such as pens, tongue depressors, and brushes)

Despite the fact that at least six years were spent on research to develop this drug and that so much money was spent to promote it, no research of any kind was undertaken to determine the potential market, advertising appropriation, media, etc. Of course, it could be argued that Lederle already had a wealth of experience on Aureomycin and other products to go on; but even so, a marketing research department would have been needed to best utilize this information.