

NATIONAL PROMOTION OF PAMINE

Upwards of a million dollars had been spent on the promotion of Pamine at the start of the Fond du Lac study.

By far the greater part of these efforts were spent on detailing the new product. Detailing was done in two stages—intensively for the first two months after introduction and again intensively for two months the following year—

Detailing	\$850,000
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Major detailing effort two months in 1953 and two months in 1954

Medical journal advertising (Up to May 1955)	\$153,000
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Direct mail (Up to May 1955)	\$ 59,000
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No commercial exhibits were prepared on Pamine for medical conventions.

Sampling of Pamine was not so lavish as that of other products. For example, the detail man left no samples with pharmacists, because of Upjohn's pre-stocking policy. Physicians were offered a sample supply sufficient for one, or possibly two, prescriptions.

Studies of market potential were made at Upjohn but no sample surveys or test markets were used.