

A CASE STUDY: BIG PHARMA GOES THE WAY OF FULLY OPTIMIZED MEDIA INTEGRATION

THE OPPORTUNITY...

A global pharmaceutical company engaged in the development, manufacture and marketing of their products had very specific marketing needs when it came to reaching healthcare professionals. For traditional media vehicles, such as medical journals, prescription pads, patient record forms, etc., the company relied on the extensive experience of CMI to develop comprehensive, highly targeted, and cost-effective media plans for each of its brands.

As the online media channel became increasingly important to the company, they engaged a leading U.S.-based interactive agency to handle the creative development and media planning needs for the same set of brands--for both their consumer and professional healthcare audiences. Their challenge became establishing a way in which these two leading media agencies could work together, if at all.

A CHALLENGE SOON DEVELOPED...

The addition of a separate media agency specific to a "channel" immediately resulted in two important issues. First, because consumer-focused campaigns dominate most brand budgets, the healthcare professional (HCP) audience was often the last consideration, and often simply assumed to have been reached through the consumer media buy. (After all, aren't HCPs consumers too!?)

The second issue related to pricing. Although CMI and the client's interactive agency-of-record may have individually selected media vehicles owned by the same publisher, there was no opportunity for negotiating combination buy discounts or taking advantage of free value-added opportunities that may have existed. Media acquisition costs were

higher than they needed to be, and brands risked unnecessary levels of duplication.

THE SOLUTION...

CMI viewed these issues as critical to the client's needs, and responded by committing the resources necessary to be able to strategically plan and tactically execute interactive media opportunities in a truly integrated manner. Our approach was to deal with interactive media as another channel for consideration, not a place that requires entirely separate objectives.

The client immediately saw the benefit of integrating all cross-channel media buys focused on healthcare professionals. They quickly realized this necessitated a high level of professional promotion expertise, and a partner who understood cross-channel media activity and who could also provide better pricing. Their plans now consider journal, non-journal and interactive media options from the outset, and decisions to utilize any or all of these channels are made in light of all the others.

IMPLEMENTATION...

From a practical standpoint, it made the most sense to transfer responsibility for all on-line professional media planning, buying, optimization, execution, and reporting to CMI, while the client's existing interactive agency-of-record retained all consumer media activity as well as creative development. CMI has established XML data feeds from its ad server system directly to the client's brand website analytics systems so they may view site analytics across all consumer and professional media activity. This client will now truly benefit from having best-in-class services for their consumer and their professional media tactics.