



Spending Promotional Dollars: Optimal Media Mix for Chronic and Acute Drugs

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Abstract

Pharmaceutical marketers spend promotional dollars in various ways hoping to increase sales. These promotional dollars are allocated to Samples, Office Detailing, Hospital Detailing, Direct to Consumer (DTC) Advertising, and Journal Advertising. This study examined the impact of these five promotional mix variables on Pharmaceutical Sales Dollars. Stepwise Multiple Regression Analyses were done separately using only Chronic Drugs, and only Acute Drugs. The results indicate that for acute drugs, pharmaceutical marketers should only promote using Office Detailing and DTC Advertising. On the other hand, for chronic drugs, pharmaceutical marketers can do well by using only Samples for patients. These results suggest optimal media mixes depending upon drug type thereby saving promotional dollars and potentially increasing return on promotional investment.

Please contact the authors if you have any questions or wish to obtain a copy of the paper.