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Accelerated Performance through Research



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## Rheumatoid Arthritis Category Marketing and Brand Audit

### Revolutionizing Ad and Brand Tracking In Healthcare



**T**he Rheumatoid Arthritis Category Marketing and Brand Audit offered by Phoenix Marketing International, provides an entirely new approach to evaluating your brand performance and marketing efforts in the marketplace. The Audit takes a “category” approach to tracking. It includes all specifically competitive brands and advertisers in the category and indexes your performance against category norms as well as against individual competitors.

Results are tracked every month so you can make quick decisions on pre-launch, post-launch, and in-market advertising. Large quarterly sample sizes provide precise, accurate projections of the brand and business growth delivered by your advertising.

The Audit is designed to overcome the deficiencies of your current ad and brand trackers: specifically, clear *linkage* between specific ad effectiveness, media used, ad recall, persuasion and response to visit the physician.

The first wave of the RA Audit will include all TV, Print, and Digital ads in the category for the prior year. Consumer ratings and response to these ads will be used to build predictive models specifically for the RA category and for each media channel within it. No other company is building models with this level of precision.

#### Audit Supports Three Strategic Initiatives

- Ad Optimization: making the best and most efficient use of your marketing dollars every month by identifying which ads are working as well as which ads aren't working
- Media Optimization: how your media mix in your campaign is contributing most to recall, persuasion and response
- ROMI: what return your marketing is delivering short, medium, and long-term

#### Key Benefits For Clients

- Turnkey solution: you can get started next month
- Cost effective, subscription-based service, typically one-third to one-half the cost of your custom study
- Monthly fielding with quarterly reports that can be customized to your specifications
- All ad executions and associated life-to-date media spending included with reports
- Trend analysis, access to large ad and media databases and respondent data analysis to match your targets
- Pharma-, Market-, and Media-specific predictive models to compare in-market results and best practice norms within the rheumatoid arthritis market
- “Real Time” competitive intelligence in all media
- In-Market AdPi scores that accurately predict ROI in-market response
- Advertising best practices based on rich historical database with 4+ years and millions of ad observations

For more  
information,  
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## Survey Design

- Monthly online fielding among current, former, and prospective users of prescription medications for treating diagnosed rheumatoid arthritis
- Baseline Wave: 2,000 surveys covering all RA TV, print, and Digital ads for past year to build predictive response models
- 2,000 total surveys per quarter
- Advertising evaluated represents 100% share-of-voice for national TV, print, radio, and digital advertising in this category
- Clients can insert 2 additional free ads per month
- Survey consists of five sections:
  - Brand leading indicators for all brands
  - Advertising recall, response and ratings
  - Actions taken as a direct result of the advertising
  - Internet search, sponsored, ad, website visitation and engagement
  - Publicity impact, when brands & therapy issues hit the news

## Deliverables

- 3-media, RA-specific predictive ad models to guide pre-market copy testing
- All reports can be customized to meet your specific needs
- Proprietary questions on your brand attributes and ad messaging are inserted into "flex" modules and reported only to you

## Accelerated performance through research

Phoenix Healthcare is a division of Phoenix Marketing International, one of the fastest growing marketing services firms in the United States and partner to many of the largest companies in the healthcare, financial services, consumer package goods, automotive, and travel and leisure industries worldwide. Phoenix offers advanced advertising and brand measurement along with direct marketing expertise. Phoenix has offices in Rhinebeck (NY), Salisbury (MD), Chicago, Los Angeles, Tampa, Miami, Detroit, Horsham (PA), Morristown (NJ), Somerset (NJ), Durham (NC), and London.

Phoenix offers a unique combination of expertise methods and consulting services, combining primary and syndicated marketing research expertise with database analytics and modeling proficiency. Applying this information assists clients in improving the profit dynamics of their business.

For more  
information,

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