

Lesson No. 10.

Topic of the lesson: Rules for effective presentation of pharmaceutical products.
Advertising pharmacy goods

Main issues to be discussed at the seminar:

1. Regulatory and legal framework for the use of advertising of pharmaceutical products in the Russian Federation.
2. Advertising, object of advertising, product, inappropriate advertising, unfair advertising, advertiser, advertising producer, advertising distributor, advertising consumers. Definition of concepts.
3. Classification of advertising depending on the criteria used. Characteristics of the main types and means of advertising. General requirements for advertising.
4. Features of advertising of certain types of goods. Advertising of medicines, medical products, biologically active and food additives, baby food and other pharmaceutical products.
5. State supervision in the field of advertising. Responsibility for violation of the legislation of the Russian Federation on advertising of medicines.
6. Ethical standards for advertising of medicines.
7. Marketing aspects of advertising activities. Presentation of pharmaceutical products.

1. Legislative regulation of advertising in the Russian Federation:

1.1. Federal Law of April 12, 2010 No. 61 “On the circulation of medicines.” You should pay attention to Article 4 of Chapter 1. Basic concepts used in this Federal Law:

circulation of medicines - development, preclinical studies, clinical studies, examination, state registration, standardization and quality control, production, manufacturing, storage, transportation, import into the Russian Federation, export from the Russian Federation, advertising, release, sale, transfer, **use**, destruction of medicines.

In other words, advertising is one of the components included in the concept of drug circulation.

1.2. Federal Law of March 13, 2006 No. 38-FZ “On Advertising”.

The goals of this Federal Law are **the development of markets for goods, works and services** based on compliance with the principles of fair competition, ensuring the unity of the economic space in the Russian Federation, **realizing the right of consumers to receive fair and reliable advertising**, creating favorable conditions for the production and distribution of social advertising, preventing violations of the law Russian Federation on advertising, as well as **suppression of inappropriate advertising** (Article 1)

This Federal Law **applies** in particular to:

- ✓ information about the product, its manufacturer, importer or exporter, placed on the product or its packaging (clause 7, article 2);
- ✓ any elements of product design placed on the product or its packaging and not related to another product (clause 8, article 2);
- ✓ basic concepts of the topic. (Article 3 of the law).

2. Advertising - information disseminated in any way, in any form and using any means, addressed to an indefinite circle of people and aimed at attracting attention to the object of advertising, creating or maintaining interest in it and promoting it on the market;

Advertising functions:

- ✓ marketing (impact on the target market through each element of marketing);
- ✓ communicative (is one of the forms of mass communications);
- ✓ economic (at the enterprise level it is manifested by an increase in product sales and/or profits).

Advertiser – a manufacturer or seller of goods or another person who determined the object of advertising and (or) the content of advertising;

Advertising producer - a person who completely or partially converts information into a form ready for distribution in the form of advertising;

Advertising distributor is a person who distributes advertising in any way, in any form and using any means.

General requirements for advertising (Article 5): advertising must be fair and reliable. False advertising and false advertising will not be tolerated. There are a number of general requirements for advertising: originality, strategicity, relevance, the idea must influence the consumer, the solution must be competent (professional design of printed materials, selection of participants for a television commercial).

3. Types of advertising by subject of advertising

1. Image advertising – advertising of an organization/institution/company, in this case a pharmacy and a pharmacy chain. It includes all activities to create a recognizable and favorable image of the company. Image advertising should prevail in the advertising activities of pharmacies.

2. Product advertising. In pharmacy organizations, it involves advertising of certain groups of pharmacy products: medicines, dietary supplements, medical products, cosmetics, etc. In order to stimulate sales, pharmacies mainly use POS advertising materials made to order from manufacturing companies.

3. Advertising of the manufacturer. Advertising of pharmaceutical products should always include information about their manufacturer.

Types of advertising by type of sponsor (advertising customer)

1. Advertising for manufacturers of pharmaceutical products.

Advertising producers and media channels receive the greatest income from this category of sponsors, who must take care of both the favorable image of the company and the advertising of their products.

2. Advertising for pharmaceutical wholesalers.

Wholesale companies are mainly engaged in advertising of goods.

3. Advertising for pharmacies.

Advertising ordered by pharmacies mainly informs about the organization itself.

Types of advertising by type of target audience (by advertising consumers)

1. Advertising for the public

This includes advertising at the point of sale, advertising in transport, as well as in the media and the Internet.

2. Advertising for specialists

This is an advertisement for doctors, paramedics, nurses, pharmacists and pharmacists. Print advertising is most often used to inform them.

Types of advertising by source of funding

1. paid by the manufacturer of the goods;

2. paid by the seller of the goods;

3. mixed.

Types of advertising depending on the size of the territory covered by advertising activities

1. Local (local) advertising.

It can cover either a specific place of sale (one pharmacy), or one district of the city, or the territory of a populated area.

2. Territorial (regional) advertising – covers a certain part of the country (region, territory, republic, region).

3. National advertising – advertising on a statewide scale.

4. International advertising – covers the territory of several states.

5. Global advertising - can cover the entire globe, for example, Internet advertising.

Types of advertising by breadth of consumer market coverage

1. Mass advertising – targeted at all categories of consumers. For example, advertising on

the Internet, in transport.

2. Selective (selective) advertising - addressed to a specific market segment. For example, advertising for medical specialists in specialized print media.

3. Targeted advertising – targeted at a small audience. An example is point-of-sale advertising.

Types of advertising for marketing purposes

- ✓ Advertising that creates demand.
- ✓ Sales promotion advertising.
- ✓ Advertising, product positioning, etc.

This classification has something in common with types of advertising by function.

Types of advertising by means of distribution

1. Advertising in the media:

- ✓ on TV;
- ✓ in press;
- ✓ on the radio.

2. Outdoor advertising is a form of advertising whose media is placed outdoors.

- ✓ transport;
- ✓ panel room;
- ✓ illuminated advertising.

3. Printed (polygraphic) advertising is a form of advertising that uses printing media.

4. Postal advertising.

5. Computer (electronic) - a form of advertising that uses a personal computer and computer networks to transmit an advertising message.

- ✓ on hard storage media in electronic form;
- ✓ in computer networks – Internet advertising.

Types of local advertising at the point of sale in a pharmacy

1. By location:

internal advertising - decoration of the sales area and shop windows;

outdoor advertising - exterior design of a pharmacy.

2. By forms of perception (impact on the senses):

✓ sound advertising (audio advertising) - oral advertising in the form of informational messages of an advertising nature at the point of sale, exhibitions, affects the hearing organs;

✓ Illuminated advertising – uses light structures and affects the organs of vision;

✓ visual advertising - uses display cases, tablets, information modules, etc., affects the organs of vision;

✓ printed advertising – conveys information in written form in the form of text and in visual form in the form of a drawing or other image (posters, posters, leaflets, leaflets, flyers, wobblers, etc.), affects the organs of vision;

✓ video advertising - uses video films, including feature films and animation films, affects the organs of hearing and vision.

The presented types of advertising do not exhaust all possible classification options, but at the same time they are the most used today.

Main advertising media

Print advertising media

✓ A catalog is a well-illustrated multi-page printed publication containing advertising information about the company's range of products (often indicating prices) and the company itself.

✓ A leaflet is a means of printed advertising with advertising text and illustrations placed on one or both sides of a sheet of A4 or A5 paper.

- ✓ A flyer is a means of printed advertising in the form of a small-format leaflet.
- ✓ Leaflet – a printed sheet with advertising text and illustrations, folded one, two or several times.
- ✓ Poster is a means of printed advertising on paper in a format of 0.25 to 2 printed sheets, which may include a drawing, photograph, and short text.
- ✓ A prospectus is a means of printed advertising in the form of a colorful brochure in A4 or A5 format about one or more types of goods.
- ✓ A booklet is a means of printed advertising in the form of a brochure of a non-standard format.

Leaflets, leaflets, booklets, prospectuses, catalogs are advertising products of manufacturing companies. Brochures and catalogs are intended mainly for specialists, while leaflets, flyers, leaflets and booklets are intended for the general public.

Advertising materials for medicines are developed on the basis of official documentary sources of information containing scientifically based information about medicines - instructions for use.

Print advertising media also includes:

- ✓ branded greeting cards;
- ✓ advertising cards;
- ✓ calendars (wall, pocket, desk);
- ✓ labels

Advertising media in the media

1. Advertising media in the press:

Newspaper – a periodical publication, which can be daily, weekly, Sunday or other periodicity; local, regional and national. There are news newspapers and specialized ones, for example, for specialists in a particular industry or advertising newspapers.

The magazine is a periodical multi-page publication characterized by a high printing level.

Reference publications on medicines and other reference books.

2. Advertising media on television: advertising films and videos; "Ticker"; announcement.

3. Radio advertising media:

- ✓ Advertising radio spots - duration from 30 to 60 seconds;
- ✓ Announcement of presenters.
- ✓ Based on advertising presentation methods, radio spots are divided into:
- ✓ Jingles are advertising couplets;
- ✓ Advertising dialogues.

4. Outdoor advertising media

✓ A sign is a means of outdoor advertising at the point of sale, it can be a billboard or a gas-light structure indicating the name of the enterprise, trademark, logo.

✓ Lightbox is a glazed, illuminated advertising tablet installed on sidewalks and bus stops.

✓ Light boxes are three-dimensional advertising structures with a light source and advertising information built into them; they can be attached to a wall or on a support.

✓ Panel-bracket is an advertising structure attached to the end of the building, which can be dynamic and illuminated.

✓ A sign is a small-height advertising floor structure (usually within the range of average human height), installed immediately in front of the entrance to a point of sale or indicating the direction to it.

✓ The bracket panel and light boxes are usually used to design advertising signs for pharmacies informing about:

- ✓ about the type of pharmacy organization (“Pharmacy”, “Pharmacy point”, “Pharmacy kiosk”, “Pharmacy store”);
- ✓ about the corporate name of the pharmacy organization;
- ✓ about the presence of a medical organization in the building (signs “green cross”, “bowl with a snake”).

Outdoor advertising media also include: billboards; electronic-mechanical boards with changing images; banners; electronic displays; electronic device “creeping line”; street pedestals; neon signs; pointers.

Types of POS materials

POS materials are a means of marketing communications and advertising media used in retail outlets.

POS materials are information and advertising materials that are means of designing places where goods are sold.

"POS" is an abbreviation for English. Point of Sales, which means “place of sales.” They are divided according to the place of use into **three groups**:

1. **Outdoor advertising:** panel-bracket; pillar; sidewalk graphics – stickers with a protected surface, pasted directly onto the asphalt; trash cans with company logos - structures for waste collection.

2. **Entrance group.** It consists of different types of stickers. A sticker is a sticker with advertising information, for example, an organization’s logo, information about its services, etc. The entrance group includes stickers: “Open”; “Closed”; “Push”; “To myself”; with operating mode; with company advertising.

3. **Indoor advertising:** floor graphics - stickers with a protected surface, glued to the floor (traces); light boxes; plates for money at the cash register; ballot boxes for checks; watch with the company logo; printed advertising products: leaflets, leaflets, booklets, posters; wobblers – a small advertising image on a flexible leg, which is attached to a shelf or glass of a display case and attracts attention due to vibration; pennant - a flag with a logo or other advertising information on a stand or for hanging; garland – a type of POS materials, which is a chain of fabric or paper flags attached to each other carrying advertising information; jumbies are voluminous advertising structures, their shape repeating the packaging of the product, enlarged several times; dispensers – branded trays for product packaging; information modules - special display cases with the company logo; leaflet holders - trays for leaflets, leaflets; mobile – a large format advertising structure, usually made of cardboard, which can be flat (for example, a human figure) and three-dimensional (for example, in the form of a cube); shelf talker - a sign attached to the end of a shelf.

Inappropriate advertising - advertising that does not comply with the requirements of the legislation of the Russian Federation;

Advertising that:

- 1) contains incorrect comparisons of the advertised product with goods in circulation that are produced by other manufacturers or sold by other sellers;
- 2) discredits the honor, dignity or business reputation of a person, including a competitor;
- 3) is an advertisement of a product, advertising of which is prohibited in this way, at a given time or in a given place, if it is carried out under the guise of advertising of another product, the trademark or service mark of which is identical or confusingly similar to the trademark or service mark of the product, in relation to advertising of which appropriate requirements and restrictions are established, as well as under the guise of advertising of the manufacturer or seller of such goods;
- 4) is an act of unfair competition in accordance with antimonopoly legislation.

Advertising that contains information that does not correspond to reality is considered **unreliable** :

- ✓ about the advantages of the advertised product over goods in circulation that are produced by other manufacturers or sold by other sellers;
- ✓ about any characteristics of the product, including its nature, composition, method and date of manufacture, purpose, consumer properties, conditions of use of the product, place of its origin, availability of a certificate of conformity or declaration of conformity, marks of conformity and marks of circulation on the market, service life, shelf life of the product.

The law identifies goods **the advertising of which is not allowed**: narcotic drugs, psychotropic substances and their precursors, plants containing narcotic drugs or psychotropic substances or their precursors, and their parts containing narcotic drugs or psychotropic substances or their precursors (clause 2, art. .7);

Features of advertising of certain types of goods (Chapter 3)

4. Advertising of medicines, medical products and medical services, methods of prevention, diagnosis, treatment and medical rehabilitation, methods of traditional medicine (Article 24)

Advertising of medicines should not:

- 1) contact minors;
- 2) contain references to specific cases of cure for diseases, improvement of human health as a result of the use of the object of advertising;
- 3) contain an expression of gratitude by individuals in connection with the use of the advertised item;
- 4) create an idea of the advantages of the advertised object by referring to the fact of conducting research required for state registration of the advertised object;
- 5) contain statements or assumptions about the presence of advertising consumers of certain diseases or health disorders;
- 6) help create an impression in a healthy person about the need to use the object of advertising;
- 7) create the impression that it is unnecessary to see a doctor;
- 8) guarantee the positive effect of the advertised object, its safety, effectiveness and absence of side effects;
- 9) present the object of advertising as a biologically active additive, food additive or other product that is not a medicinal product;
- 10) contain statements that the safety and (or) effectiveness of the advertised object are guaranteed by its natural origin.

Communication in advertising about the properties and characteristics, including methods of application and use, of medicines and medical devices is allowed only within the limits of the indications contained in the instructions for the use and use of such advertised objects, approved in accordance with the established procedure.

Advertising of medicines, medical services, including methods of prevention, diagnosis, treatment and medical rehabilitation, medical devices must be accompanied by a warning about the presence of contraindications to their use and use, the need to read the instructions for use or obtain specialist advice. In advertising distributed in radio programs, the duration of such a warning must be no less than three seconds, in advertising distributed in television programs and in cinema and video services - no less than five seconds and must be allocated no less than seven percent of the frame area, and in advertising distributed by other means - no less than five percent of the advertising area (advertising space). The requirements of this part do not apply to advertising distributed at the venues of medical or pharmaceutical exhibitions, seminars, conferences and other similar events, as well as in specialized printed publications intended for medical and pharmaceutical workers, and to other advertising whose consumers are exclusively medical and pharmaceutical workers.

Advertising of medicines in forms and dosages dispensed according to prescriptions for medicines, methods of prevention, diagnosis, treatment and medical rehabilitation, as well as

medical products, the use of which requires special training, is not allowed except in places where medical or pharmaceutical exhibitions and seminars are held, conferences and other similar events and in specialized printed publications intended for medical and pharmaceutical workers.

Advertising of medicinal products containing narcotic drugs or psychotropic substances approved for medical use, included in the list of narcotic drugs and psychotropic substances, the circulation of which is limited in the Russian Federation and in respect of which control measures are established in accordance with the legislation of the Russian Federation and international treaties of the Russian Federation, and a list of psychotropic substances, the circulation of which is limited in the Russian Federation and in respect of which certain control measures are allowed to be excluded in accordance with the legislation of the Russian Federation and international treaties of the Russian Federation, is prohibited, with the exception of advertising of such medicines at the venues of medical or pharmaceutical exhibitions and seminars, conferences and other similar events and in specialized printed publications intended for medical and pharmaceutical workers.

Carrying out advertising campaigns accompanied by the distribution of samples of medicines containing narcotic drugs and psychotropic substances is prohibited.

Advertising of dietary supplements and food additives should not :

1) create the impression that they are medicines and (or) have medicinal properties;
2) contain references to specific cases of people being cured and their condition improved as a result of the use of such supplements;

3) contain an expression of gratitude by individuals in connection with the use of such additives;

4) encourage people to give up healthy eating;

5) create an impression of the benefits of such additives by referring to the fact of conducting studies required for state registration of such additives, as well as use the results of other studies in the form of a direct recommendation for the use of such additives.

Advertising of dietary supplements in each case must be accompanied by a warning that the object of advertising **is not a medicine**. In this advertisement distributed in radio programs, the duration of such a warning must be no less than three seconds, in advertising distributed in television programs, cinema and video services - no less than five seconds, and such a warning must be allocated no less than seven percent frame area, and in advertising distributed by other means - no less than ten percent of the advertising area (space).

Advertising of baby food products should not present them as complete substitutes for human milk and contain statements about the benefits of artificial feeding of children. Advertising of products intended for use as human milk substitutes and products included in a child's diet during his first year of life must contain information about the age restrictions for the use of such products and a warning about the need for specialist advice.

5. Responsibility for violation of the legislation of the Russian Federation on advertising (Article 38).

State supervision over compliance with the legislation of the Russian Federation on advertising is carried out by the antimonopoly authority within the limits of its powers (Chapter 5).

Violation of the legislation of the Russian Federation on advertising entails liability in accordance with civil law, the legislation on administrative offenses and other measures of responsibility. (Article 38).

The amounts of fines for violation of the legislation of the Russian Federation on advertising and failure to comply with the orders of the antimonopoly authority are credited to the budgets of the budget system of the Russian Federation in the following order:

1) to the federal budget - 40%;

2) to the budget of the constituent entity of the Russian Federation in whose territory a legal entity or individual entrepreneur is registered that has committed a violation of the

legislation of the Russian Federation on advertising - 60%.

Payment of a fine does not exempt from execution of the order to stop violating the legislation of the Russian Federation on advertising.

Federal Law of the Russian Federation No. 3-FZ of 01.08.1998 “On narcotic drugs and psychotropic substances”

Information on **the** prohibition of propaganda in the field of trafficking in narcotic drugs, psychotropic substances and their precursors and in the field of cultivation of narcotic plants is contained in Article 46 of the law:

Propaganda of narcotic drugs, psychotropic substances and their precursors, new potentially dangerous psychoactive substances, cultivation of narcotic plants, carried out by legal entities or individuals and aimed at disseminating information about the methods, methods of development, production and use of narcotic drugs, psychotropic substances and their precursors, potentially new dangerous psychoactive substances, places of their acquisition, methods and places of cultivation of narcotic plants, as well as the production and distribution of books, media products, the dissemination of this information through the use of information and telecommunication networks or the commission of other actions for these purposes are prohibited.

There is also a ban on the distribution of samples of medicines containing narcotic drugs or psychotropic substances.

Regulation of advertising activities in the field of pharmacy and control of the content of advertising of medicines for certain categories of consumers take place in almost all countries. Thus, the World Health Organization in 1988 revised its strategy regarding the advertising of pharmaceutical products, which used, along with other ethical criteria for the promotion of medicines on the market, based on the concept of rational use of pharmaceuticals. In the states of the European Union (EU) (EC Council Directive 92/28/EEC) advertising to the public of those medicinal products is prohibited that:

- available only with a doctor's prescription;
- contain psychotropic or narcotic substances.

At the same time, it is prohibited to mention the following diseases in advertising aimed at the general public:

- tuberculosis;
- venereal diseases;
- other dangerous infectious diseases;
- oncological diseases;
- chronic insomnia;
- diabetes mellitus and other metabolic diseases.

It is important to emphasize that advertising of OTC group drugs (over the counter - literally “over the counter”, that is, sold without a prescription) is allowed in most EU countries and in all countries of the Commonwealth of Independent States, with the exception of Azerbaijan. It is also impossible to ignore the fact that advertising of medicinal products is completely prohibited in Germany, Denmark, Switzerland and Belgium. Certain countries (the Republic of Belarus, the Republic of Kazakhstan, Ukraine, Great Britain, Poland, Kyrgyzstan, Canada) strictly regulate the pharmaceutical advertising market (even to the point of considering initiatives for a complete ban) using various legal restrictions. The most liberal approach to drug advertising today is in the United States, where direct advertising of both prescription and over-the-counter drugs is allowed.

In the Russian Federation, advertising of registered OTC drugs is allowed (with the exception of professional consumers of advertising, that is, healthcare professionals).

Federal Law of 02/07/1992 No. 2300-1 “On the protection of consumer rights.”

The provision of information to consumers is regulated by the Law “On Protection of Consumer Rights” and the Law “On Advertising”. What to do if a consumer falls for false or unfair advertising?

In accordance with the article of the Law “On the Protection of Consumer Rights,” the consumer has the right to demand the provision of necessary and reliable information about the manufacturer (performer, seller), his mode of operation and the goods (work, services) he sells. Information must be presented in a clear and accessible form and must be in Russian.

According to Art. 9 of the Law “On the Protection of Consumer Rights”, the manufacturer (executor, seller) is obliged to bring to the attention of the consumer the brand name (name) of his organization, its location (address) and its mode of operation. The seller (performer) places the specified information on the sign. If the type of activity carried out by the manufacturer (performer, seller) is subject to licensing and (or) the performer has state accreditation, information about the type of activity of the manufacturer (performer, seller), license number and (or) certificate number of state accreditation, validity periods of the specified license and (or) certificate, as well as information about the body that issued the specified license and (or) certificate.

Article 10 of the Law “On the Protection of Consumer Rights” provides a detailed list of information about the product (work, service) that must be provided to the buyer.

In accordance with Art. 12 of the Law “On the Protection of Consumer Rights”, if the consumer is not given the opportunity to immediately receive information about the product (work, service) upon concluding a contract, he has the right to demand from the seller (performer) compensation for losses caused by unjustified avoidance of concluding a contract, and if the contract is concluded, within a reasonable time, refuse to fulfill it and demand the return of the amount paid for the goods and compensation for other losses.

When considering consumer claims for compensation for losses caused by unreliable or insufficiently complete information about a product (work, service), it is necessary to proceed from the assumption that the consumer does not have special knowledge about the properties and characteristics of the product (work, service).

4. Characteristics of the main types and means of advertising.

Advertising – (French Reclame, from Latin Reclamo - I shout out), information about the consumer properties of goods and types of services in order to create demand for them.

In **advertising classification** today there are several approaches:

- ✓ by object: for end consumers and for professionals;
- ✓ by subject: the product itself; brand; producer company (manufacturer); trading enterprise;
- ✓ according to the characteristics of advertising objects: primary (advertises the product in general); selective (advertises a certain type of product);
- ✓ by main distribution methods: print, radio advertising, television advertising
- ✓ by stages of the product life cycle: **informational** (new product, emphasizes the characteristic advantages of this product, original in its qualities and performance characteristics; **aggressive** (used at the growth stage - demonstrates the advantages of the product of this particular company (quality, service, delivery time, safety, environmental friendliness etc.); **supporting** (at the maturity stage - convinces consumers who have already purchased the product of the correct choice in the hope of purchasing this product again; **reminding** (at the stage of saturation and decline - makes the consumer remember about the product, as well as reassure the correctness of the choice made.

In addition to the above, advertising is also differentiated into direct and indirect.

Direct (immediate) advertising is carried out on commercial terms and determines the advertiser, directly performing an advertising function (in relation to a specific product or a specific company): the work of advertising agents, the distribution of advertising materials via mail, the transfer of information by telephone, fax, etc.

Indirect advertising performs the advertising function not so directly, but in a veiled form, without using direct channels for distributing advertising media and without directly identifying the advertiser.

The components of advertising as a process include:

- advertiser (customer) - a company or person who issues an order for advertising;
- advertising agency - an organization that provides the entire range of advertising services or certain types of them;
- advertising media (advertising package) - a set of advertising services provided by this agency (from developing an advertising campaign strategy to analyzing its effectiveness);
- consumers (advertising audience) - potential objects of advertising for which it is intended.

Planning an advertising budget involves determining the total amount of funds allocated to achieve advertising goals. In this case, methods are used based on the use of the percentage of allocations for advertising to the expected sales volume, the method of parity with competitors, the method of residual funds after distribution for main marketing purposes, and mathematical modeling.

The effectiveness of advertising is assessed in two directions, which makes it possible to distinguish economic (commercial) and psychological (communicative) components. The economic effectiveness of advertising is determined during and after the completion of the advertising campaign. To assess it, an analysis of a number of indicators is used: the impact of advertising on sales volumes, brand awareness, the level of single and multiple purchases.

Analysis of the effectiveness of television advertising can also be carried out based on program ratings.