

Propecia

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Propecia, a brand name for Merck and Co., has for long been pitted in a marketing battle with Rogaine for the balding men's industry since its inception in 1998. Today, with close to 33million American men struggling with baldness with a small percentage seeking for a solution to halt the process, both Propecia and Rogaine have always considered the market that is mostly untapped to be of great potential. In contrast with its close competitor Rogaine, which enjoys about 95 percent brand awareness, Propecia has for long struggled with its branding strategy due to its perceived side effects and less appealing ad.

With its potential market being almost half of the male population with most being Caucasian men below 50 years, Propecia faces two significant problems in its current market. First is the market audience (customers and physicians) that do not recognize hair loss as a severe problem and secondly for those who view it as a significant problem thinks it is an inevitable and natural problem for the future hence no need for worry. Therefore, for the women ad campaign, there is a need for the company to ensure the target audience view hair fall as an urgent and severe problem.

The purpose of the promotional campaign is thus to create brand loyalty among its female customer base by factoring in the side effects of the product in the ad campaign. The product claims ads used by the firm can thus be promoted by disclosing the side effects of the product for potential customers and physicians with less focus. Also the tag line, 'Propecia: Helping make hair loss history,' seem to have low allegiance levels among the product suppliers and sales agents.

The primary target audience for the ad campaign will be female customers aged 50 years and below who still consider beauty to be of great concern. Women at around 45 years also are susceptible to hair loss due to hormonal change during menopause. Female

physicians will also form part of the target audience as they are the significant influence of product purchases among consumers.

The key message for the print ad involving the primary consumers will be, "Propecia is the best choice for those who consider the future beauty in the hair." Most of the women below 50 years always still believe in beauty, and it is essential for the ad message to capitalize on this. Also, by linking beauty to hair, it will make the female target market to want to interact with the product because it has touched on one of their needs (Lazer, 2006). By factoring in the future, the ad message also makes the women aware of the inevitable female pattern hair loss linked with the ageing process in women (Shapiro, 2007).

A tagline for the ad may also be vital and the slogan: "Propecia is thus the solution for your inner follicle beauty" may suit to capture audience attention towards the end of the ad. The creative team will also need to incorporate if possible pictures of the adverse effects of hair loss in women on beauty not forgetting to include a side by side picture of the product. For the direct marketing involving the physicians, an ad message focusing on the product used by physicians more so on its efficiency is vital. The ad message on the brochure may thus be, "Propecia, the ultimate solution for your inner beauty". In this, focusing on the benefits of the product including its side effects may be crucial in establishing customer loyalty (Hoffman and Wikes, 2009). Also, free test samples may be given to physicians for free customer tests.

References

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