**Vote on Pharma Ideas**

Dear Doctor,

During your medical practice you are subjected to a lot of marketing material from several pharma marketers. We are sure some of these ideas have intrigued you, amused you, provoked you or maybe even annoyed you (seriously hope not, though).

In this Survey on ‘Ideas that rock in Pharma’ we would like to know from you what kind of ideas do you find most appealing. Choose the options that best describes you:

1. You specialize in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ practice. (*Drop down*)
2. Your practice is in

A. Metro

B. Large city

C. Small town

3. Everyday you find this time to talk to pharma detail men/women

A. 20-30 mins

B. 10-20 mins

C. None

4. What do you think of the overall creativity in pharma advertising?

A. I love it

b. It’s Ok.

c. Needs to be a lot better

5. What kind of ideas do you like to see (Choose any 1)

I like ideas that inform me more

I like ideas that entertain

I like ideas that make me emotional

I like ideas that relate to my practice

6. Below are 4 sets of ideas for an antacid brand, choose which of them you like the most.

MEDIA 1 – 5

7. Do the ideas that you like are likely to affect your choice of prescription?

Yes

No

May be

8. Can you remember any pharma brand advertisement that you recently   
 saw, and you thought it was impressive?

Yes/ No

( If Yes, enable )

Tell us about it: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. A. As a medium of promotion which of the following do you think is the most effective for Rx products?

Email

Whatsapp

In -Person detailing

Seminars

Magazine ads

Internet ads

B. As a medium of promotion which of the following do you think is the most effective for non-Rx products?

Email

Whatsapp

Social media ads

Radio

Magazine ads

Internet ads

TV