# RX VS OTC

How **should** their marketing differ?





# Laws & Regulations



**Strict:** To ensure claims are accurate and supported by scientific evidence







Varied: Typically less stringent, but differences from country to country





# **Targeting**



Narrow: Typically to specific HCPs with prescribing authority in a specific niche







**Broad:** To a large range of HCPs in a niche who recommend the product to both patients and HCPs





## Channel mix



#### Narrow and traditional:

Chance to market directly to HCPs in a detail-oriented manner







**Broad:** OTC plays well on both digital and traditional channels





## **Timing**



Long: Regulatory approval processes + level of detail means a longer lead time







**Short:** Shorter campaign lifecycles, as fewer details are easier to digested and approve





## Promotions (eg. discounts)



**None:** Prescription meds are typically not promoted







**Possible:** It depends on the regulatory jurisdiction and OTC drug





## Return & Analytics



**Complex:** Prescribing behavior is a qualitative metric







**Possible:** Analysis to discern HCP sales / influence and patient initiative





Digital marketing strategies for OTC and prescription medicines share some similarities, but they have key differences that require differenciation. Build your strategies accordingly!

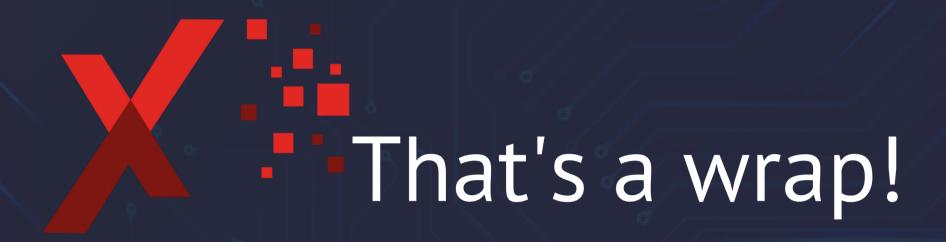


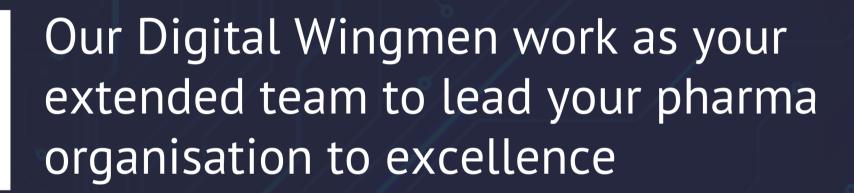












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