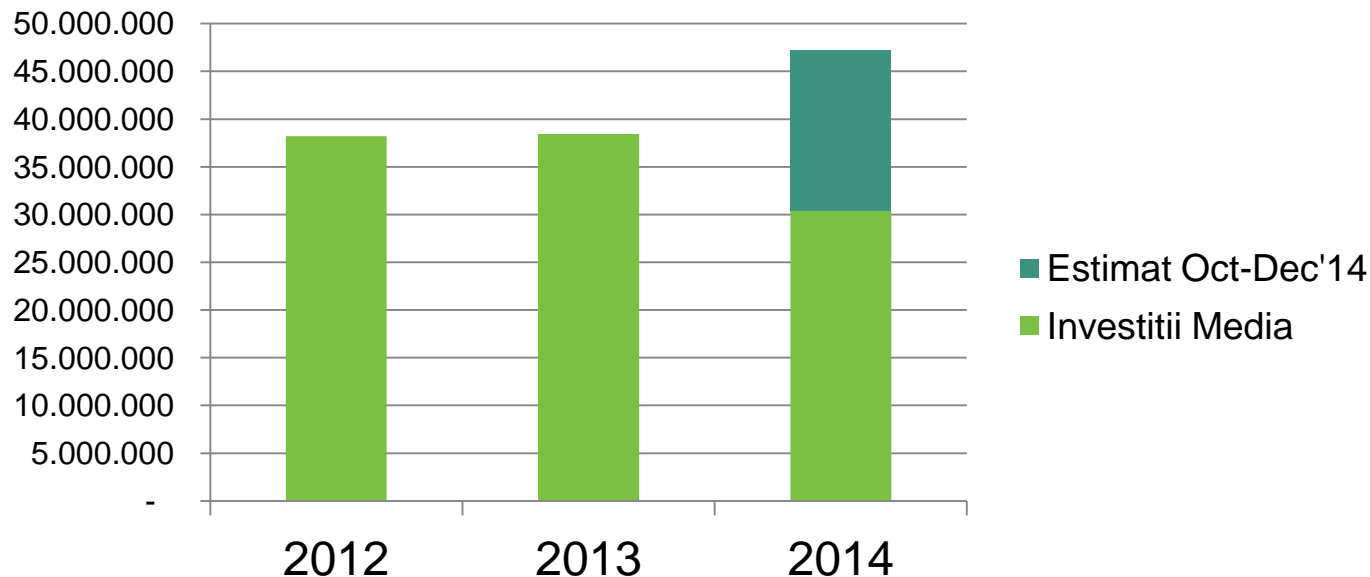


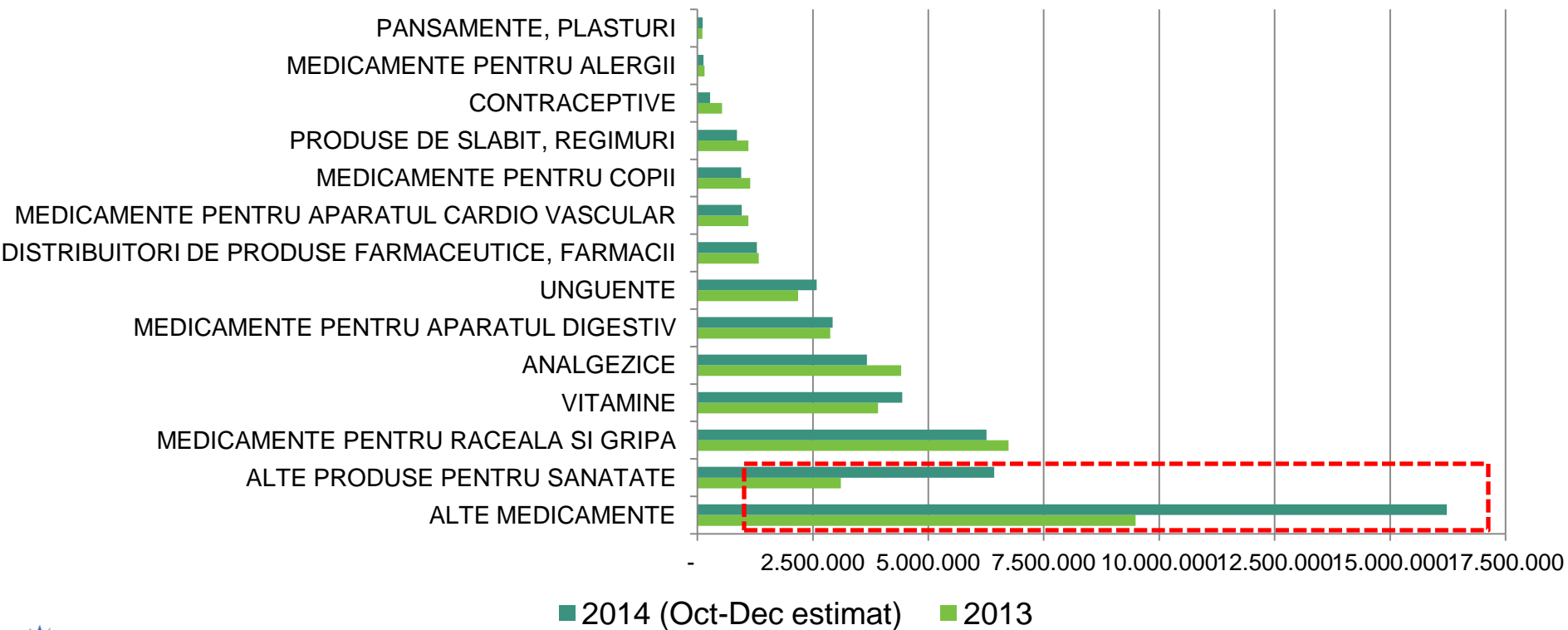
Investitii in Comunicare in Categoria Sanatate



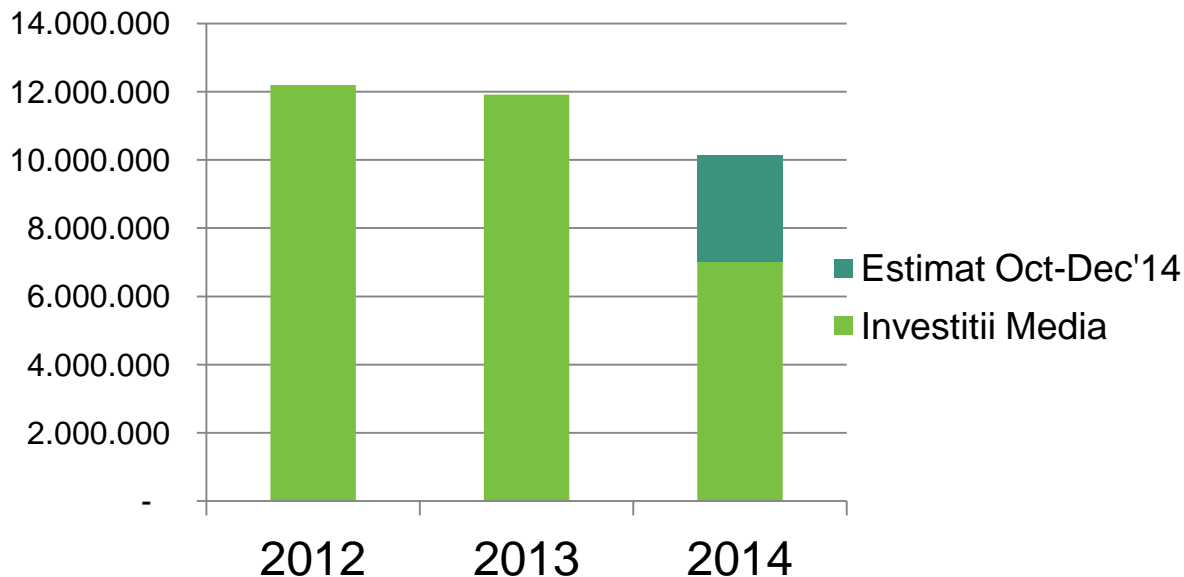
Dupa doi ani de investitii constante, anul 2014 anunta o crestere a investitiilor media din sectorul sanatare de minim 18% fata de anul 2013



Cresterea vine din comunicarea produselor de medicina alternativa
(e.g. suplimente, vitamine, dispozitive)



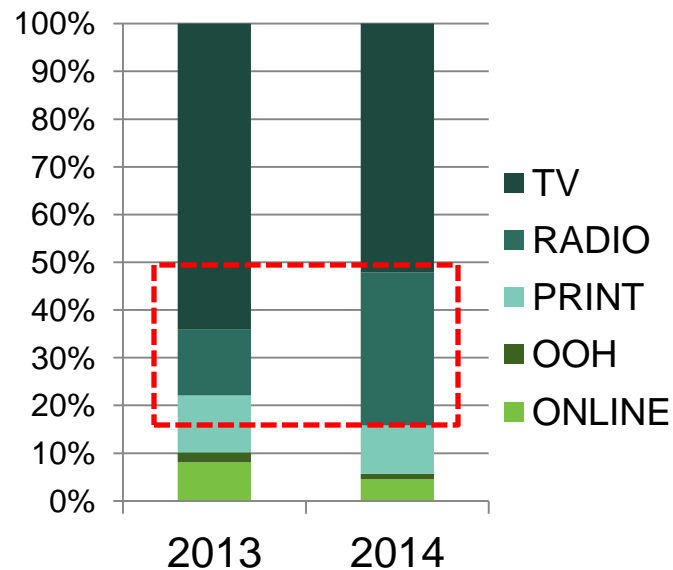
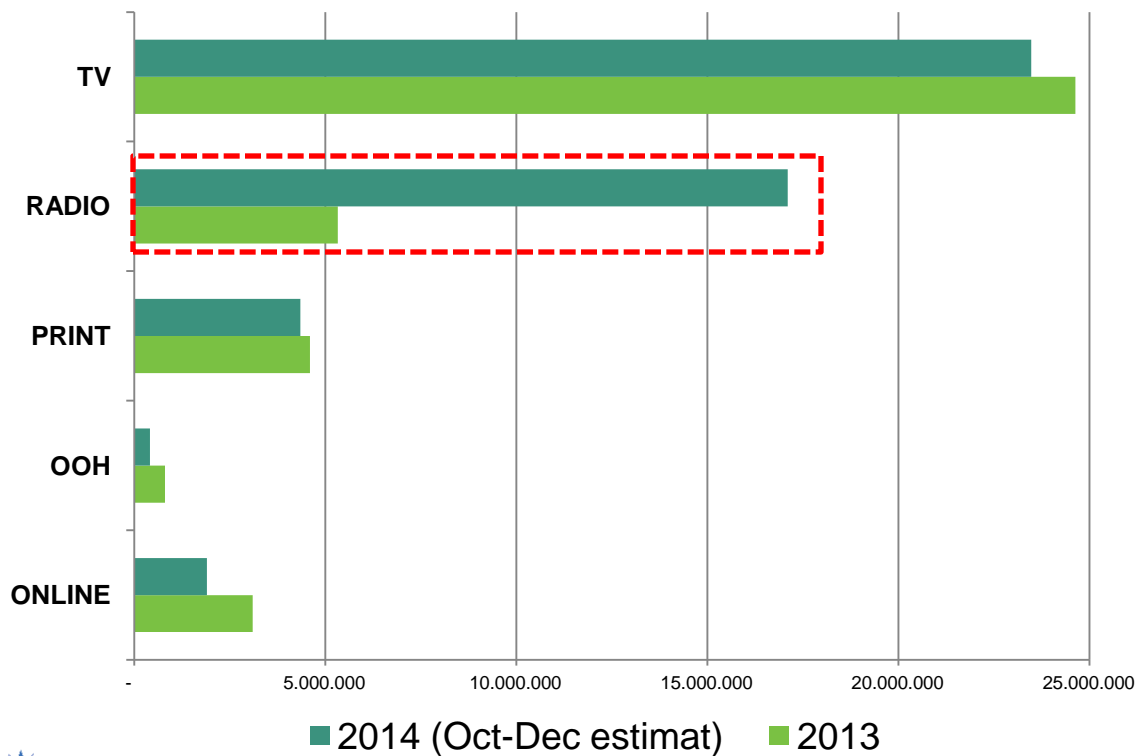
Si din comunicarea mai multor jucatori mici, intrucat marile companii farmaceutice si-au scazut bugetele de comunicare



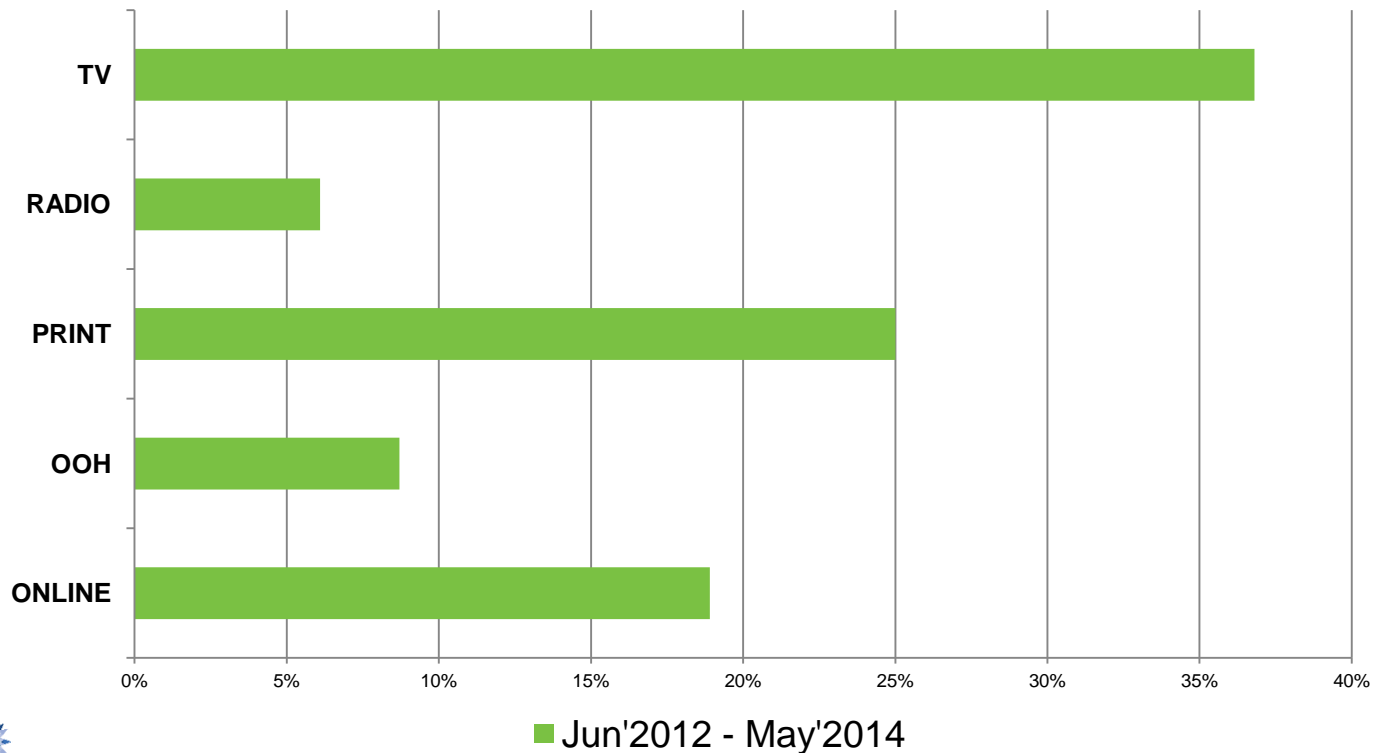
% Din Total Investitii Media	2014
RECKITT BENCKISER	6%
SANDOZ	5%
GSK	4%
BERLIN-CHEMIE	3%
NOVARTIS CONSUMER HEALTH	2%
ZENTIVA	2%
OZONE	1%
PFIZER	0%
ANTIBIOTICE SA	0%
AD PHARMA	0%
Total Companii Mari Farmaceutice	23%



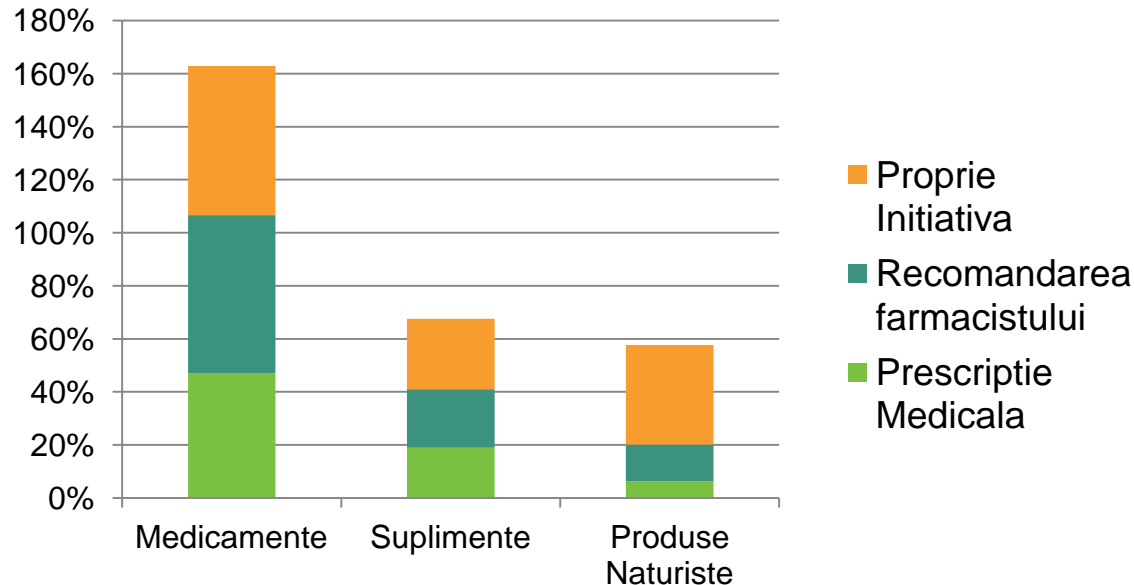
Mediul care a atras aceasta crestere este radio



Unde cauta consumatorii informatii despre sanatate?



- Romanii prefera sa se trateze singuri: chiar si medicamentele sunt cumparate in egala masura atat din proprie initiativa, cat si in baza unei prescriptii medicale
- Acest lucru face ca investitiile in comunicare sa aiba un impact major in decizia de cumparare/ utilizare a anumitor produse farmaceutice



Doar 33% se duc la controale de rutina la doctor, in timp ce 81% considera ca ar trebui sa aiba mai multa grija de sanatatea lor



Case Study Accu Chek Codrina



Multumim!

