



10<sup>th</sup> WSMI AP Regional Conference &  
2<sup>nd</sup> APSMI General Assembly Meeting

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Phuket, Thailand

## ***Advertising Challenges in China***

CNMA: China Non-Prescription Drug Brand Communications Award

*James Fan Qun*  
*JOWIN [China] Group*



**CNMA**

中国非处方药物协会  
China Nonprescription Medicines Association



# OTC Advertising Challenges in China

- China OTC MSP sales growth slower down since 2011, due to:
  - Lack of innovations and approvals for new OTC formulations
  - Pricing controls + Distribution margin squeeze
  - Consumer advertising investment decreased
  - ...
- 80% China OTC brands remained consumer advertisements, but SOVs decreased
- Advertising strategies turned to:
  - Brand franchise building via corporate brand umbrella approach
  - Decreased traditional media placements and increasing internet media buy
  - Big brands now having emotional approach rather than features' hard sell
  - Integrated communications plus consumer educations

# CNMA 2013/2014 China OTC Brand Communications Award

- ▶ Promote OTC Brand Building
- ▶ Encourage OTC Brand Consumer Communications
- ▶ Encourage Responsible Self-Medications
- ▶ Support Members' Active OTC Brand Marketing
- ▶ Collaborated with Advertising College of China Media University



# 2014 OTC Prints Ad Gold Award-999 OTC Family Care



## 2013 TV Gold Award: 999 Family Care OTC Line



作品编号 B35  
送选单位 华润三九  
作品名称 999主品牌家人篇广告片



# 2014 OTC Prints Ad + TVC Silver Award-Pfizer Caltrate D



作品编号 D13

送选单位 惠氏制药有限公司

作品名称 “钙尔奇 给生活加骨劲” -30s

## 2013 Best Creative Award: Janssen's Gyno Daktarin



作品编号 B42

送选单位 西安杨森

作品名称 达克宁小V日记广告片

# 2014 Best IMC: DEEJ Holistic Marketing + Ethical Endorsement.

- 10 Provincial Markets
- 20 TCM Hospitals
- Radio+TV Health Programs
- Prints Media Coverage
- Public Educations
- Sponsorships
- Retail POPs
- TV + Prints Advertising

EVERYTHING  
TARGETS

REACH  
ENGAGE  
BUY

## 核心信息

### “秋冬进补，首选东阿阿胶”

秋冬养生  
—滋补正当季

“冬不藏精，春必病温”  
不用东阿阿胶进补的后果

“秋冬进补，来春打虎”  
用东阿阿胶进补的传统

东阿阿胶



# 2014 Best Consumer Education: China Resource Zhizhu Shu Ting

- Emergency Contraceptive
- TV / Prints Education Articles
- Experts Endorsement
- Campus Educations + PR
- 350 K Lecture Involved
- Reached > 1 Million Youngers



## China OTC Advertising:

- 1990-2000: RX Advertising + Treatments + To Elders Only
- 2000-2007: Celebrity Recommendation, Awareness Only, Over-Claims
- 2008-now: Clearer Targets (more to middle class younger), emotional bonding + care + real self-care benefits
- Improved Brand Confidence
- Increasing eMedia + Consumer Integration
- mHealth Mobile Social App Involvements
- Combined OTC + Health Foods Leverage

**HUGE SELF-PAY Premium CH UNMET NEEDS** Thank You!