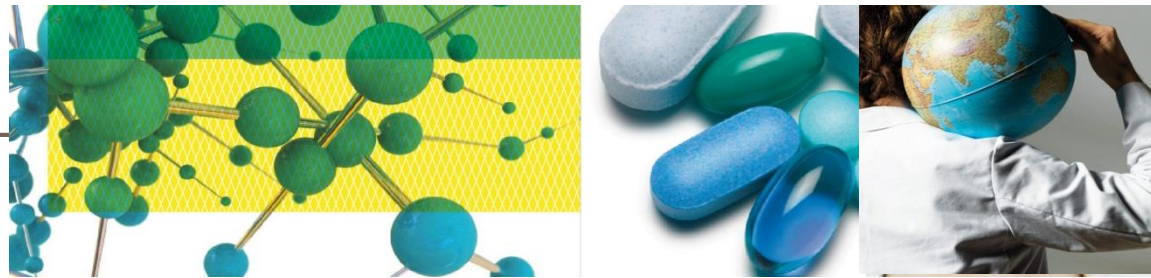


Advertising challenges in Taiwan



Sylvia Tsai

Associate Chairman of OTC Committee
Taiwan Pharmaceutical Marketing & Management Association
(TPMMA)

2014.10.21

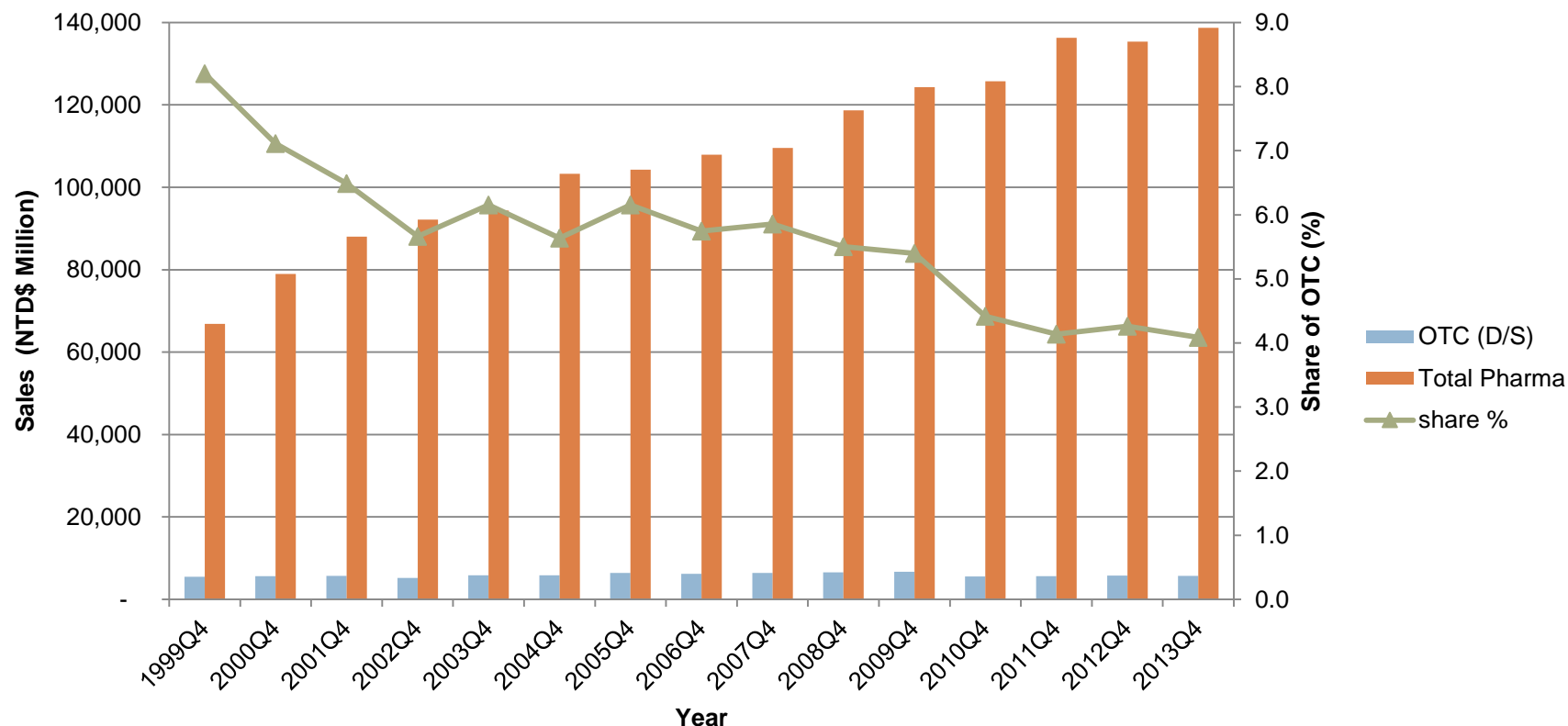
Agenda

- Taiwan self-medication overview
 - Consumer behavior
 - Media trend
- The OTC advertising challenges
- Future outlook

Taiwan self-medication overview

Self-medication – OTC market

- OTC sold in drug store (self-medication) remains the same size in the past 15 years.
- The share of OTC sold in pharmacy reduced to 4% since the implementation of NHI.

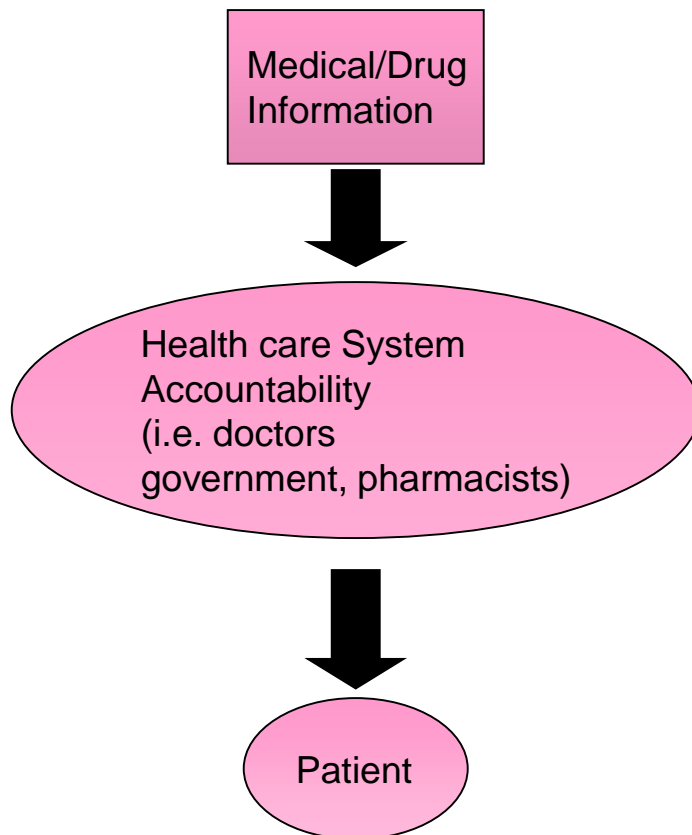


Self-medication – Consumer

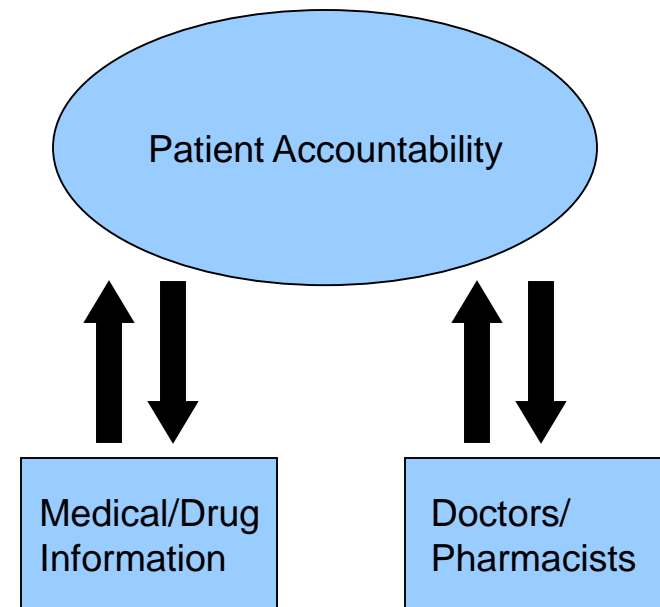
- People in Taiwan have 2nd highest rate of visiting doctors found in a global survey.^(ref. 1)
- Consumers are with high consciousness in health care but very few take self-medication.^(ref. 2)
 - 84% of general public in Taiwan maintain regular self health care.
 - Contrarily only 34% are willing to buy non-prescription drugs when feeling minor ailment.
- The main reasons of lower confidence in self-medication:
 - Highly rely on medical service by physician
 - Insufficient knowledge of using OTC

OTC Consumer Behavior Patterns

In the past

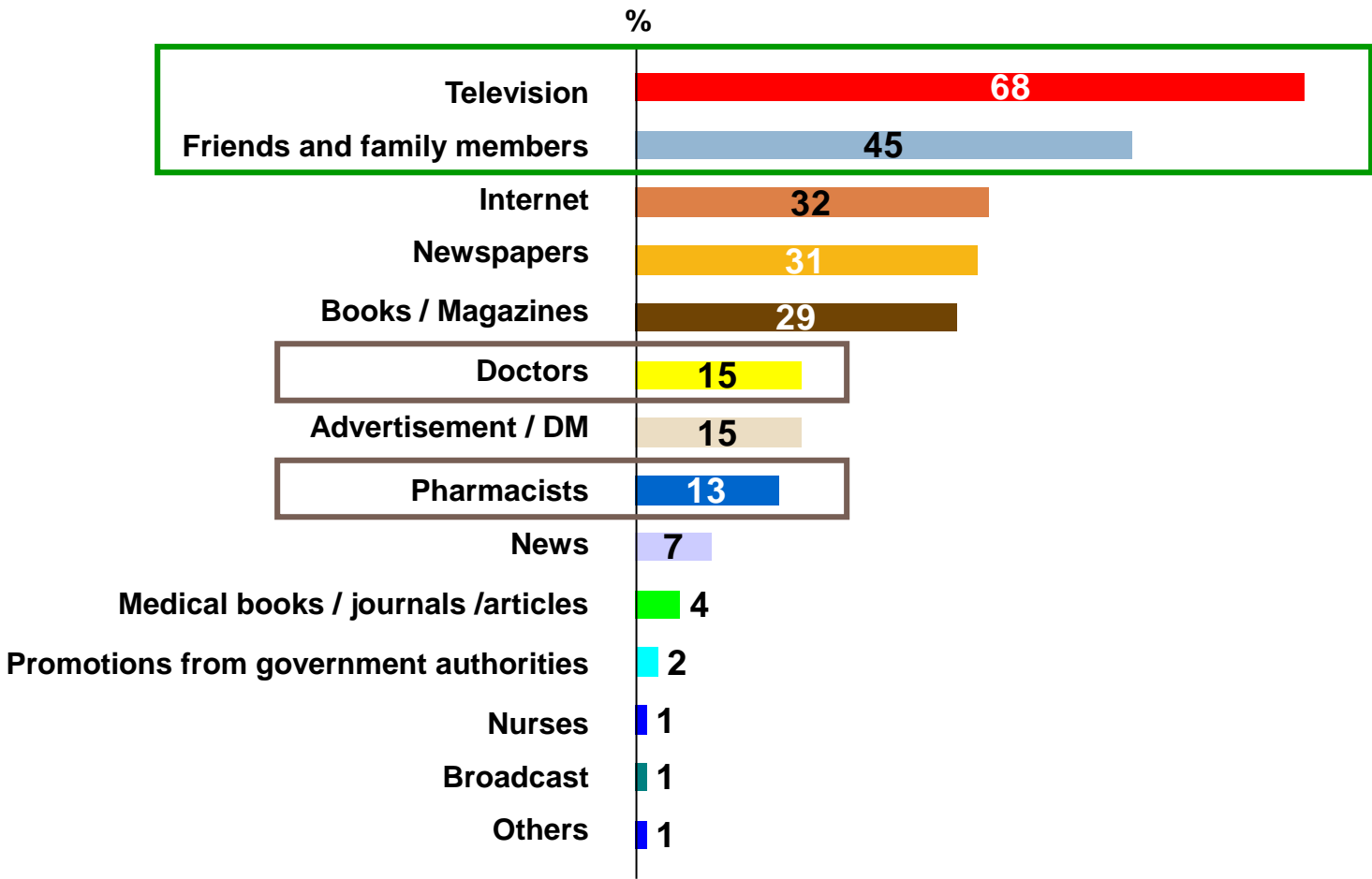


Today



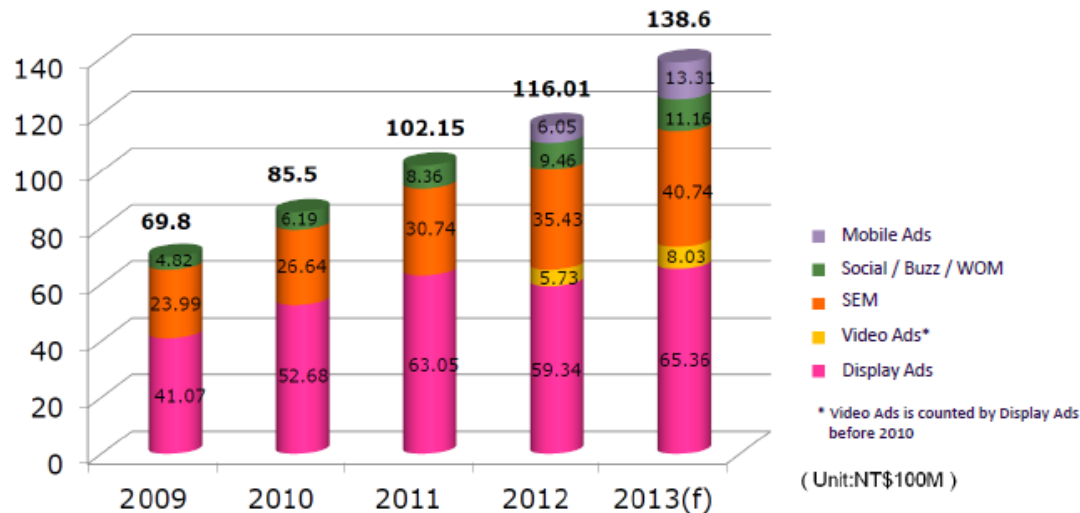
Sources of Health Information

- Although the advice of professionals (doctors and pharmacists) plays an important role for consumers determining which OTC to buy, the main sources of health information turn out to be television and family and friends.



Source: Nielsen Consumer U&A survey (2010)

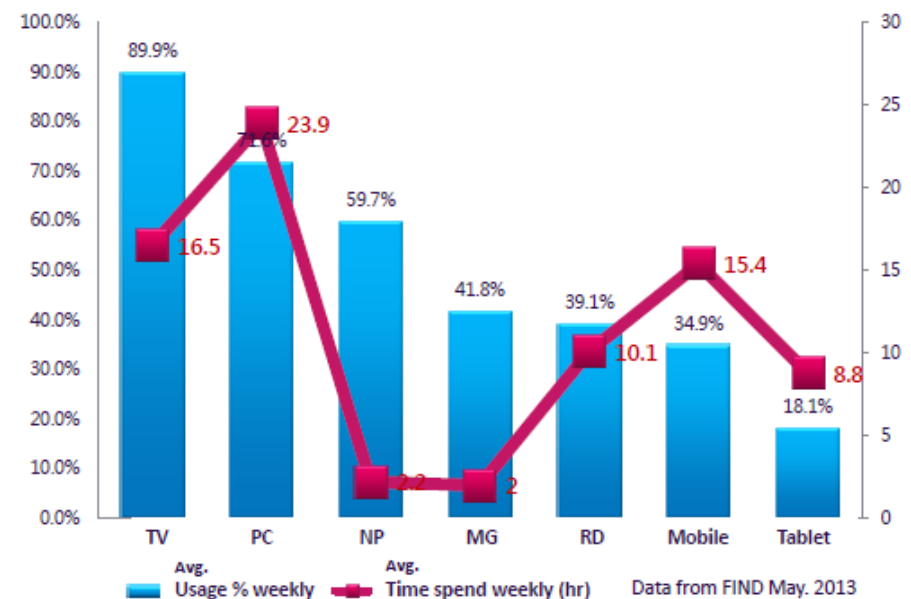
Media patterns – emerging trend in digital Taiwan internet ad market



- **2012/2013 (f) growth rate: 19.48%**

Source: : IAMA 2012, 2013

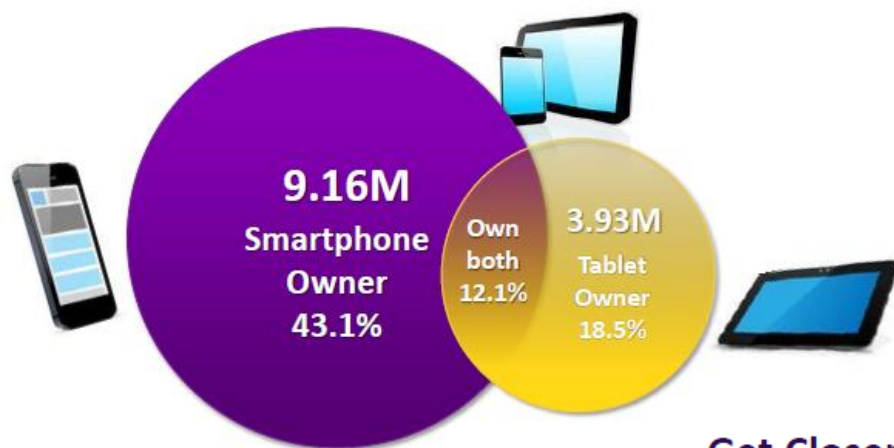
Taiwan media penetration vs. Time spending



Source: : FIND 2013 May

Media patterns

Taiwan mobile usage



Get Closer to Their Friends

High reach to netizens via Social Media Sites

91%  

OF TAIWAN NETIZENS VISIT
SOCIAL MEDIA SITES

ON AVERAGE NETIZENS SPEND

63
mins

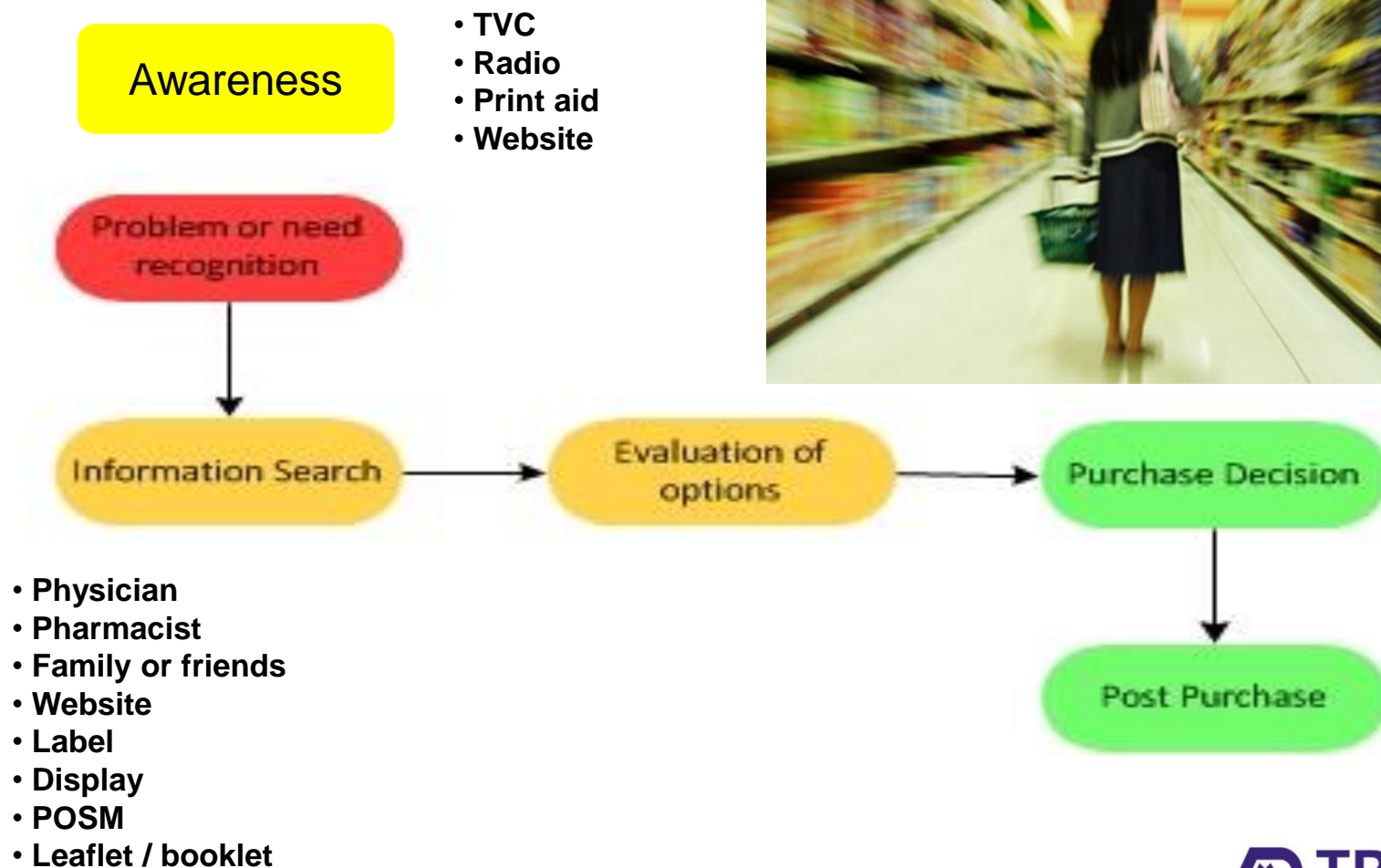
EVERY DAY VISITING
SOCIAL MEDIA SITES

Consumers play a more active role
in health care handling and
eager to get health information from
reliable source

The OTC advertising challenges

How can we better support to consumer for proper information in selection of OTC and use of OTC?

Communication along the purchasing journey



Different media may play different roles in communication

Product labeling - product information

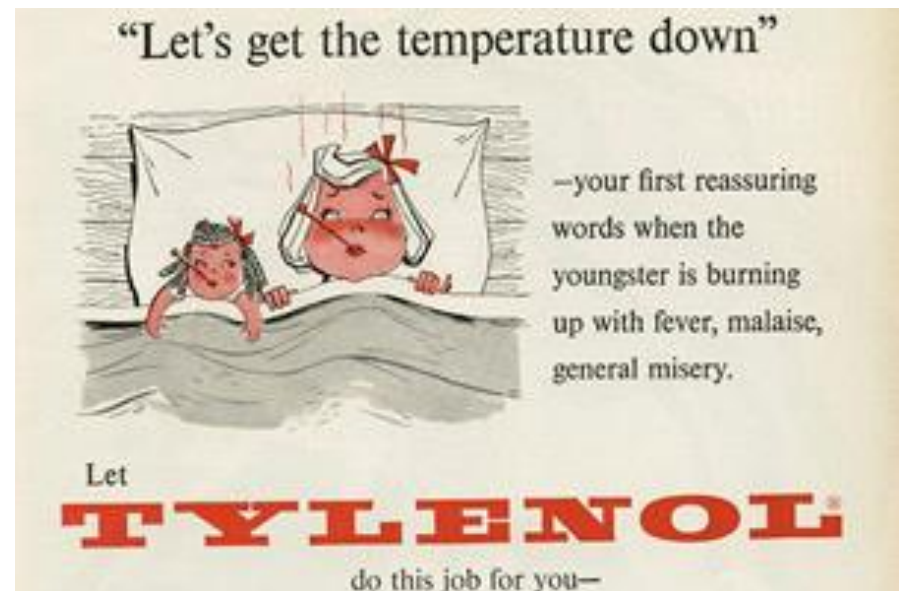


Different media may play different roles in communication



Advertisement

Deliver product feature +
benefit in few seconds



Different media may play different roles in communication

Brochure - more information to support the use of product



DON'T LET PAIN KEEP YOU FROM ENJOYING AN ACTIVE LIFESTYLE

You know how important it is to stay active, whether you keep fit through walking, skiing, yoga, or just going to the gym. But if you're living with pain, even minor, everyday tasks can be challenging.

Don't stop doing the activities you love. **Stop the pain and stay active.** Use the advice from Voltaren's panel of **Active Living Experts** to manage and even prevent pain, so you can continue to have fun all year long.

Voltaren Emulgel® is a gel for application to the skin that works to help stop aches and pain associated with acute, localized muscle and joint pain, and treat inflammation caused by:

- Sprains
- Strains
- Sports injuries




Voltaren Emulgel® is different than other rubs on the market. Unlike other topical remedies that work by heating, cooling or irritating the skin, **Voltaren Emulgel®** has an effective, anti-inflammatory medicine that penetrates deep into your muscles or joints to help stop pain.



STOP THE PAIN STAY ACTIVE

NATIONAL
#1 PHARMACIST RECOMMENDED
OTC BRAND
Novartis Healthcare Group

STAY ACTIVE
With the Help of Our Trusted Professionals



STOP THE PAIN STAY ACTIVE

Brought to you by
Voltaren Emulgel

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Different media may play different roles in communication



POSM

Information to help consumer at the point of purchase



Different media may play different roles in communication



POSM

Information to help consumer at the point of purchase

Different media may play different roles in communication

Website

Education information to help consumer having more deep information about how to self-care the symptom properly



The screenshot shows the Panadol website with a navigation bar at the top containing links: HOME, FIND YOUR PANADOL, ALL PRODUCTS, FORUM, and COLLECTIVE KNOWLEDGE. A search bar is also present.

The main content area features a large banner on the left with the text "CARE CONFIDENTLY" and "3 month+", accompanied by an image of a mother kissing her baby. Below this, a text box states: "There's a Panadol suitable for babies from 3 months old. Relief for both of you." A button labeled "COLLECTIVE KNOWLEDGE" is also visible.

On the right side, there are several sections:

- A blue box listing symptoms: "BACK, NECK & SHOULDER PAIN", "HEADACHE & BODY ACHE", "COLD & FLU", and "SINUS & ALLERGY". It includes a "FIND YOUR PANADOL" button and an image of a Panadol Advance box.
- A section titled "HOW TO USE MEDICINE FOR CHILDREN" with an image of two children.
- A section titled "COLD & FLU?" with an image of a woman and a child.
- A "LIVE NOW ON OUR FORUM" section with three forum posts:
 - pain in shoulder** by tammy432, 6 hours: "for over 3 weeks now I have had severe non stop pain in my right shoulder... more"
 - pain during sleep** by Louno, Apr 20, 2012: "lower back pain and I constantly turn around and wake up at early hours... more"
 - heart questions** by sammy40, 16 hours: "Have started having severe... more"

The footer contains "FIND US AT:" with social media icons for Facebook, Twitter, Google+, Pinterest, and YouTube, followed by links for Contact, About Us, Terms & Conditions, Privacy Policy, and Legal Information. The GSK GlaxoSmithKline logo is in the bottom right corner.

In Taiwan:

Any communication of OTC medicine containing “brand name” or “product name” is treated as advertisement and is subject to pre-approval.

OTC advertising challenges

Regulation

- Pre-approval is required for all types of advertisement.
 - TVC, radio, print ads, POSM, leaflet, brochure, Digital..etc.

Challenge

1. It is difficult to conduct **interactive digital** communication due to consumer/patient's feedback cannot be pre-approved.
2. Increasing burden for getting **pre-approval for all POSM** as the designs are similar but with minor change to meet different client's price or theme.

OTC advertising challenges

Regulation

- The content of advertisement should be in consistent with approved labeling.
 - The reviewers interpret the requirement as the wording should be the same as what has been approved in labeling.

Challenge

1. The company has difficulty to provide comprehensive **educational information** since lots of information is not in the approved labeling.
2. **Social claims and campaign message** are not allowed since the information is not in the approved labeling.

OTC advertising challenges

Regulation

- The review of advertising is handled by different units of governments (TFDA and several local DoH).
- The jurisdictions of advertisement and package are under different regulatory units.

Challenge

1. Different regulatory units have **different review standards** and lead to unfair outcome in different applications.
2. **Packs with message sticker** are not allowed.



Governed by advertising
review unit



Governed by labeling
review unit

Future outlook

Key strategies for better OTC advertising regulations

Consumer empowerment

empowerment
consumer



Establish a platform for regulators and industry

- Better communication in issues and solutions
- Reduce unnecessary burden in advertisement approval
- Get consensus in review standard among different units



Advertisement plays different role from product labeling

- To allow educational information
- To allow social claims or campaign information



To recognize the trend of digital communication

- To allow interactive communication in digital way



Thank you
