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MANAGEMENT OF ADVERTISING OF PHARMACEUTICAL BRANDS

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Abstract. *The development of the pharmaceutical industry and the pharmaceutical market in Ukraine is important not only for the economic, but also for the social and even political aspects of the life of Ukrainian society. In the conditions of tough market competition and the high cost of developing new drugs, pharmaceutical companies are forced to look for additional competitive advantages, such as, for example, brand advertising. The purpose of the article is to reveal the peculiarities of the need for advertising in the management of brands in the pharmaceutical market. It has been investigated that effective advertising of pharmaceutical brands has essential features related to the specifics of pharmaceutical products and the requirements of its consumers —the population. The main characteristics that form drug brands and their role in advertising are considered. It has been established that the right balance between communication of different types in the future converts into loyal customers who will be ready to buy goods and services for many years to come. Guided by the current information, analysis and report, the marketing system should adjust its activities and adapt to the current economic situation.*

Keywords: *marketing, advertising, brand, marketing strategies, pharmaceutical marketing.*

Introduction.

Marketing communications in the pharmaceutical market act as an important factor in attracting buyers in target markets, strengthening the competitive positions of enterprises and the competitiveness of their products.

Advertising business is a special form, a tool of communication technology, since compliance with the marketing function is not limited to informing the population. Advertising helps bring the marketing strategy to its logical end, the task of which is profitable sales. Advertising informs, persuades, forms an attitude towards the product, reminds about it, contributing to an increase in sales volumes and income, forms demand and thus forms the decision to purchase the company's product [6].

Analysis of recent research and publications.

The analysis of domestic and foreign literature showed the lack of a unified approach to understanding the peculiarities of pharmaceutical marketing under the conditions of quarantine restrictions and the formation of effective branding solutions. The following domestic and foreign scientists made a significant contribution to the development of the theoretical and practical principles of advertising branding: D. Aaker, T. Ambler, P. Temporal, G. Chamerson, L. Balabanova, S. Garkavenko, V. V. Poplavska, Yu. V Gulya, L. S. Melnychuk.

Setting objectives.

In the current conditions, it is more relevant than ever to increase efficiency and flexibility in the field of choosing channels for the promotion of pharmaceutical



brands. In matters of placing advertising aimed at the end consumer in the media space, the role of automated technologies for purchasing digital advertising is growing - programmatic technologies that allow you to supplement the media mix due to accurate targeting, as well as organically fit the advertising of farm brands into the digital life of a potential audience. These technologies can use weather, geo-location targeting, take into account visits to certain locations, user behavior on the Internet, etc. Examples of creative solutions and non-standard formats of programmatic advertising are placement of interactive banners, advertising while watching a video clip (Video Player-Ad Interface Definition), synchronization of two channels - advertising on television and digital (TV Sync), etc. [6].

The best way to attract the attention of the target audience and increase brand awareness is native advertising (Native Ads) - the format of an advertising message integrated into useful and interesting content and adapted according to the placement platform. Due to the fact that the advertising message is organically woven into the publication, video, information on the website or in the mobile application, it may not even be perceived as advertising, and the advertiser has the opportunity to find its audience, which is likely to be interested in the brand, and gain trust consumers

Also, one of the trends in pharmaceutical marketing is the search for non-standard creative solutions for conveying the necessary message to the target audience. Unlike many other science-intensive industries governed by market laws, the pharmaceutical industry is largely determined by technological development. To successfully conduct business and maintain competitiveness, it is necessary to use modern tools [6; 10].

That is why statistical models of the relationship between advertising costs and changes in sales show a weak relationship. But if you divide customers into those who have seen the ad and those who have not, the effect will be more noticeable. Advertising works due to an easy indirect push to buy:

1. Advertising stimulates sales.
2. The effectiveness of advertising is different: one works very well, the other has no effect at all.
3. Creative advertising without persistent appeals can also stimulate sales.
4. Media strategies with a large reach are more effective, because the reach is more important than the frequency of impressions [6].

According to research, only 40-50% of advertising provides useful information or positions your brand as different or better. Other researchers have found that most advertisements provide very little verbal or visual information about the brand [10].

The development of the pharmaceutical industry and the pharmaceutical market in Ukraine is important not only for the economic, but also for the social and even political aspects of the life of Ukrainian society [3]. In the conditions of tough market competition and the high cost of developing new drugs, pharmaceutical companies are forced to look for additional competitive advantages, such as, for example, strategic branding.

The pharmaceutical market of Ukraine as a whole and pharmacies, as the main link in the "brand manufacturer-consumer" chain, are actively involved in the promotion of branded products. Branding, as the activity of creating and



implementing a brand and managing it, as the science and art of forming a long-term purchasing advantage of a certain brand, is actively developing in the Ukrainian pharmaceutical market, because the priority questions that arise before a pharmacist who is in direct contact with a potential buyer are as follows: "Who is the main consumer of the purchased drugs?", "How to convince the client to buy this particular drug?" The answers to these questions should be decisive when developing brand promotion programs by the manufacturer.

Branding is necessary to stand out from competitors and have a clear position in the market. Consumers will be able to clearly understand what the brand promises. This will help the pharmaceutical company to find its client, get a perspective of development on a long-term basis, create additional value of the product. It is important to remember that branding is a process, not a static concept that cannot evolve once it is launched on the market.

A brand doesn't matter if the company doesn't make any profit from it. The simplest rule of pricing says: the price of the product should be what buyers are willing to pay for it.

A brand, unlike an ordinary product, affects the consumer from three sides. From the first - functional - the brand provides a maximum of useful information and guarantees a stable amount of consumer qualities. On the other hand - emotional and psychological - stable, long-term positive relations with the consumer (loyalty) are created. The third side is cultural - the base, the basis of the brand's existence, as it reflects the system of values, traditions and norms shared by the target consumer segment and the manufacturing company or seller [4].

Today, in the conditions of globalization of the world pharmaceutical market, the search for a successful trademark is becoming an increasingly difficult task. Hundreds of thousands of trademarks are registered. Therefore, the problem of choosing trade marks for medicinal products is a particular difficulty - a specific type of product, the consumption of which directly affects the health, quality and life expectancy of the population. Medicines are a socially significant commodity that is of strategic importance to the national interests of any country. Therefore, the choice of trade marks for medicines is a more complicated and lengthy process, compared to other goods. The peculiarities of the choice of pharmaceuticals are dictated by the specificity of the medicinal product as a product, namely: its high social significance, the lack of price elasticity of demand and the independence of the consumer in matters of choosing medicines.

Regarding medicinal products, there are a number of features that distinguish pharmaceutical brands from commercial brands:

- the brand is able to win a larger market share than the competing product promoted under the trademark;
- the demand for pharmaceutical products that are brands grows at a higher rate and is characterized by a low degree of elasticity;
- brands can often provide consumers with intangible benefits (psychological or social), in particular, brand-loyal customers sometimes experience a placebo effect when using medicinal products;
- the level of consumer loyalty among brands exceeds 25%, which is



significantly higher than the similar indicator among trademarks.

The motivation for buying medicines is stronger than ever, because being cured, gaining full functional capacity is the main physiological need of any person who needs pharmaceutical help. Unlike ordinary goods, a brand of medicines is not reduced to the physical satisfaction of human needs, is not limited to a functional context consumption, it is not created in production, but its basis is in the minds of people, providing an emotional connection between their perception and the functionality and consumer characteristics of the drug. Therefore, the main characteristics that form drug brands are:

- functional and emotional associations of buyers, the verbal part of the trademark of the medicinal product or the verbal trademark;
- the visual image of a trademark of a pharmacological drug, which is formed in the perception of the buyer;
- brand strength or the level of popularity of the drug brand among the consumer;
- a generalized set of its individual characteristics;
- cost estimates, indicators;
- degree of advancement;
- the degree of brand loyalty to the target audience and its individual segments [7].

Each of these elements is aimed at the development of the psychological foundations of the brand, when communications in the "drug-consumer" system become stable, permanent and strong in relation to similar communications of competitor drugs.

Interestingly, brands that believe in the "convince means sell" model occasionally launch so-called image companies. At the same time, they do not expect that these campaigns will generate sales. Advertising works by updating memory structures, occasionally creating new ones, and by persuading people to like or buy a brand. It supports and builds a sense of accessibility and presence of the brand in the market.

Marketers need to understand which memory structures in the minds of buyers are associated with their brand. They need to be used and updated with advertising. It is also worth considering what other neural connections can be brought to the service of the brand, that is, triggers that stimulate people to buy goods of this category [9].

Advertising has two mechanisms of influence on people: it persuades and updates or creates memories (associations, memory structures). There are other factors, but they are less common and often accompany the first two: advertising creates attachment, gives status and "prepares the ground" for further positive reactions to the brand.

If a pharmaceutical company spends money on advertising, then it is financially stable and its products are of high quality. In addition, experience has taught us that actively advertised products are usually of good quality. This opinion is confirmed by economists: they believe that the commercial costs of advertising sometimes affect the amount of the result more than the advertising message. This is not to say that advertising does not serve an economic function or that viewers do not think logically



- it is just that they respond not only to what is on the screen, but also to what is off it. Economist John Kay claims that the only indicator can be the quantity and quality of advertising itself [10].

Psychologists know well that people tend to buy items and brands that they see more often. This is called the contact effect. Advertising stimulates sales even when there is no direct call for it.

During the crisis, many companies radically reduce their spending on marketing and any public appearances. This is quite natural - especially in the conditions of hostilities, economic crisis and relocation/evacuation of employees. It is important that even in times of war, companies should invest in their marketing activities. The right balance between different types of communication in the future translates into loyal customers who will be ready to buy goods and services for many years to come. Guided by the current information, analysis and report, the marketing system should adjust its activities and adapt to the current economic situation [8].

Conclusions from the study.

So, for pharmaceutical companies, creating a brand is primarily an increase in market competitiveness and financial stability, and a highly developed, progressive connection contributes to increasing the production activity of the company. Effective advertising of pharmaceutical brands has significant features related to the specifics of pharmaceutical products and the requirements of its consumers — the population. The simple steps of effective advertising are to reach all categories of consumers, not to make long breaks between campaigns, to use expressive elements of branding and strong arguments why the brand is worth buying, but in such a way that they do not interfere with the previous points.

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Анотація. *Розвиток фармацевтичної галузі та фармацевтичного ринку в Україні має важливе значення не лише для економічних, а й для соціальних і навіть політичних аспектів життєдіяльності українського суспільства. В умовах жорсткої ринкової конкуренції і високої вартості розробки нових ліків, фармацевтичні підприємства змушені шукати додаткові конкурентні переваги, такі як, наприклад, реклама бренду. Метою статті є розкриття особливостей необхідності реклами в управлінні брендами на фармацевтичному ринку. Досліджено, що ефективна реклама фармацевтичних брендів має суттєві особливості, пов'язані зі специфікою фармацевтичної продукції та вимог її споживачів — населення. Розглянуто основні характеристики, що формують бренди лікарських засобів та їхня роль в рекламі. Встановлено, що правильний баланс між комунікацією різних видів у майбутньому конвертується у відданих клієнтів, які готові будуть купувати товари та послуги ще багато років. Керуючись актуальною інформацією, аналізом і звітом, система маркетингу повинна коригувати свою діяльність і адаптуватися під сучасний економічний стан.*

Ключові слова: *маркетинг, реклама, бренд, маркетингові стратегії, фармацевтичний маркетинг.*