

Reflective Questions

Effective Promotion and Advertising in Pharmaceutical Marketing by Francesco Lucarelli

1. Have you clearly defined and segmented your key audiences (e.g., HCPs, payers, consumers)? How might further nuance or refinement in your segmentation improve message relevance and campaign impact? Have you prioritized your target audiences in terms of their impact and/or barriers to adoption?
2. In campaigns, do creative executions emerge from a well-mapped strategic roadmap or is there defined, differentiated positioning? Where could better alignment with positioning and the overall value proposition strengthen campaign performance?
3. How do you integrate compliance requirements - such as fair balance, claims support, and jurisdiction-specific guidelines - into campaign development?
4. The concept of VOICE branding (Visualize, Overlay, Identity, Create, Execution & Engagement) is introduced as essential for distinct pharmaceutical advertising. What is the brand's VOICE framework? Does every campaign consistently reflect this brand identity, or are communications fragmented across channels?
5. What ethical tensions (e.g., overt persuasion vs. education, vulnerable audiences, data sourcing) are most pressing in your current promotional mix? How are you anticipating change—such as new digital formats, AI personalization, or stricter guidelines?
6. Do you operate with a clear roadmap that defines stages from target identification to message choice, channel selection, and outcome measurement? Which elements of that roadmap could be refined for better coherence and ROI?