

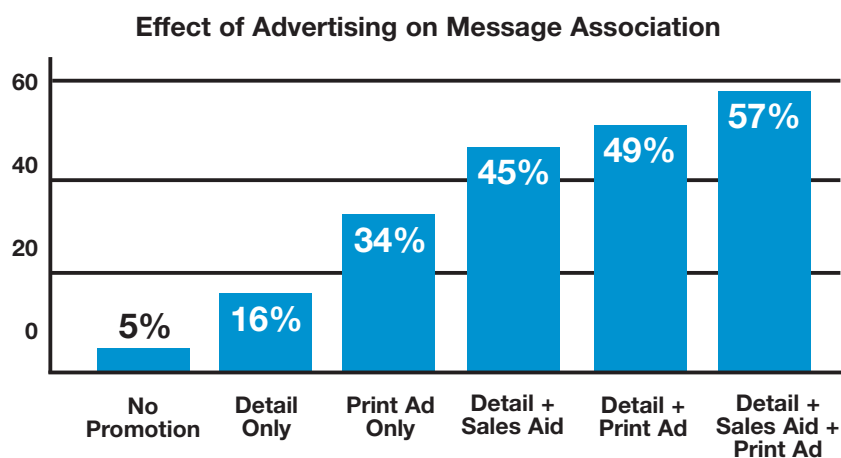
# PERQ/HCI Guide to Effective Eyecare Journal Advertising Because You Can't Manage What You Don't Measure

Comprehensive measurement of the eyecare marketplace is essential to managing an effective ad campaign. No matter how large or small your business, no matter what target within the eyecare marketplace your products reach, when you place an ad in eyecare journals you are entering into a diverse and crowded conversation. Conventional advertising wisdom dictates that you must “break through this clutter” to get your message heard. You already know some of the best ways to market your products, and you have achieved success with your creative strategies.



## But are you using professional journals that deliver the most return on your substantial investment?

An analysis of promotional efforts to physicians in the pharmaceutical industry shows just how important effective print advertising can be as part of the overall media mix. When used in conjunction with sales efforts, print ads significantly added to eyecare professionals' recall of particular marketing messages. Messages supported by print ads in conjunction with other efforts enjoyed greater overall market share as well.



Furthermore, a 2002 AC Nielsen/HCI study concluded that advertising improves the effectiveness from sales detailing alone by 38%. Print advertising remains an essential component in your marketing mix, but for the most effective targeting, companies must ask: **How likely is it that my ad in a particular publication will reach my targets? Am I getting the most from my ad budget?**

This Guide to Effective Eyecare Journal Advertising is designed to not only increase your understanding of the dynamics at work in eyecare journal advertising, but to give you a more complete picture of how to measure the success of your marketing initiatives.

In the following pages, you will learn about various tools that exist to help you plan more intelligently and make smarter decisions - services from the widely acknowledged leaders in their respective fields, such as **SRDS®** and **PERQ/HCI**.

By collecting the most detailed and accurate information possible from multiple objective sources, you can feel confident that your ad campaigns are backed by powerful knowledge of the environment in which they will be placed - resulting in better decision making, and measurably better campaigns.

As you read through this Guide to Effective Eyecare Journal Advertising, if you have any questions or would like to learn more about the solutions discussed, [please call Dave Emery at 800.243.2702 ext. 235.](#)



# Journal Advertising Spending: The Measure of the Market

Without knowing the size of a market, the trend in spending and the players in it, advertisers cannot set a reasonable strategy to compete for message awareness.

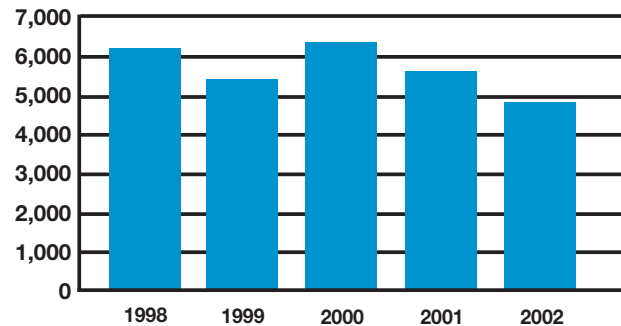
To direct advertising resources most efficiently in a rapidly changing market like eyecare, it is critical to know which markets are growing and which are shrinking. In a large, growing market, you may want to hit hard with many larger advertising units. In an established market with few competitors, a quieter, less expensive presence may be adequate. In either case, you need an ongoing source of ad spending information to make well-informed decisions.

**Share of Voice**, the percent of the total ad dollars your products account for in a category, is critical to successfully communicating to your target audience. If you own only 10% of the dollars being spent in your market and a competitor owns 50% you will have a difficult time impacting the potential buyer of your product.

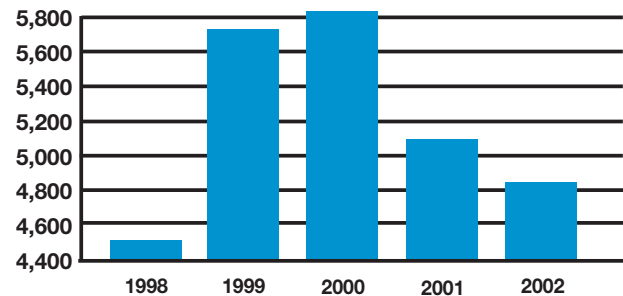
Do not assume that share of market equals share of voice. Because a product dominates the sales in a category does not mean that they are the heaviest advertiser as well. Market leaders often become complacent and can be effectively challenged by an aggressive, broad-based advertising campaign. Knowing what a competitor is spending on promotion is as crucial as knowing the sales revenue of their line.

Product life cycle also plays a major role in determining advertising spending. A new product, unless it is truly a “breakthrough” item, requires much heavier and more information-laden promotion than does a more established product. An introductory campaign needs to provide all the reasons to buy while an older product can just remind the buyer of who they are. These data are categorized and reported by company, product, classification, and journals where a product’s ads appear.

Ophthalmology Journal Annual Pages



Optometry/Opticianry Journal Annual Pages

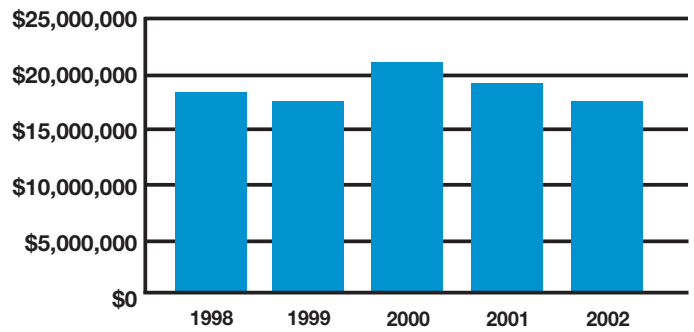


Competitive product life cycle also impacts the effective campaign strategy. Increasing promotion on an established product as a new competitor is being launched can help slow the erosion of market share to the newer product.

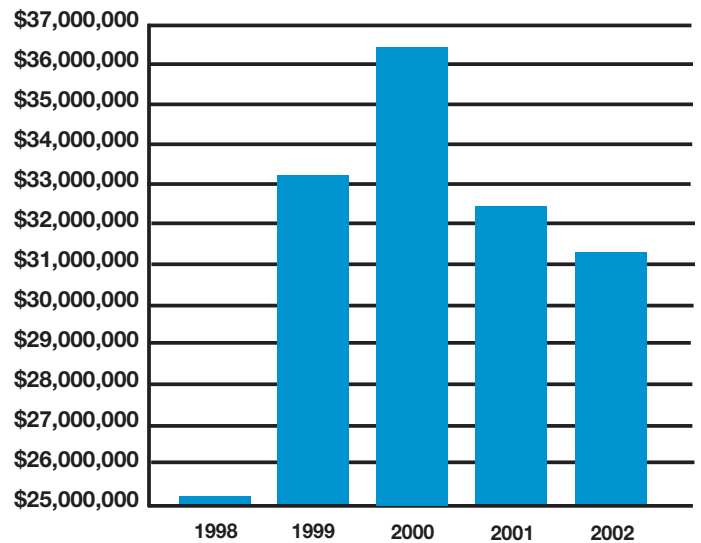
Finally, understanding how your competitors are spreading their promotion budgets across product lines can provide clues to their internal priorities. If a large portion of a company's journal advertising is being placed in one area, other product lines of that competitor may be vulnerable to a promotional blitz.

**JAR (Journal Ad Review™)** is a detailed monthly report that tracks advertising in over 600 healthcare-related journals across the entire industry. Customized monthly reports specifically designed for use by companies in the eyecare marketplace are available, and document dollars spent, ad pages and insertions placed. These data are categorized and reported by company, product, classification, and journals where a product's ads appear.

**Ophthalmology Journal Annual Dollars**



**Optometry/Opticianry Journal Annual Dollars**



## Understanding Market Share Using JAR Data

JAR data can also be used to track detailed information on the eyecare marketplace at large. PERQ/HCI tracks 100% of all the ads placed in the important publications in this market, so you can be assured that you receive a comprehensive overview of market share.

- Look at a particular journal before placing an ad to gauge the competitive environment.
- How many products are you really competing with for customer attention?
- How many ads are cluttering the sales environment, and from whom?
- How many ads appear for a given competitive product in one month?

**PERQ/HCI Eyecare Market Share Reports outline the top products in 85 classifications, as well as detailed spending information for over 450 companies.**

### The Ophthalmology Market – At a Glance

<b>Top Journals</b>	<b>Market Share 1Q-2Q 2003 Based on Dollars</b>	<b>Market Share 1Q-2Q 2003 Based on Pages</b>
1. Ocular Surgery News	24.6%	21.7%
2. Ophthalmology Times	17.7%	17.3%
3. Review of Ophthalmology	14.1%	11.7%
4. Ophthalmology Management	13.4%	11.6%
5. Eye World	6.9%	7.7%

<b>Top Product Classifications</b>	<b>Market Share 1Q-2Q 2003</b>
1. Ophthalmic Surgical Supplies	17.2%
2. Miotics & Glaucoma Others	15.7%
3. Ophthalmic Equipment	13.8%
4. Intraocular Lenses - IOL	5.6%
5. Ophth Broad/Medium Spectrum	4.8%

<b>Top Advertising Companies</b>	<b>Market Share 1Q-2Q 2003 (Based on Ad Spending)</b>
1. Alcon Labs	18.2%
2. Allergan Inc (including Pharmaceuticals)	12.6%
3. Pharmacia Ophthalmology	11.2%
4. Advanced Medical Optics	5.2%
5. Santen	2.5%

#### **Top Advertised Products (1Q-2Q 2003)**

1. Xalatan
2. Travatan
3. Lumigan
4. Tecnis
5. Restasis

Source: PERQ/HCI Eyecare Market Advertising Placement Analysis; June 2003.

## The Optometry Market – At a Glance

<b>Top Journals</b>	<b>Market Share 1Q-2Q 2003 Based on Dollars</b>	<b>Market Share 1Q-2Q 2003 Based on Pages</b>
1. 20/20 Magazine	25.9%	20.3%
2. Review of Optometry	13.8%	12.6%
3. Eyecare Business	13.2%	14.4%
4. Vision Monday	11.8%	13.7%
5. Vision Care Product News	10.6%	15.4%

<b>Top Product Classifications</b>	<b>Market Share 1Q-2Q 2003</b>
1. Eye Glass Frames - Adults	33%
2. Ophthalmic Equipment	10.6%
3. Eye Glass Lenses	8%
4. Ophthalmic Supplies	7.9%
5. Progressive Lenses	4.7%

<b>Top Advertising Companies</b>	<b>Market Share 1Q-2Q 2003 (Based on Ad Spending)</b>
1. Alcon Labs	4.1%
2. Marchon Eyewear	2.9%
3. Vivaint	2.7%
4. Signet Armorlite	2.6%
5. Ciba Vision Ophthalmics	2.3%

### **Top Advertised Products (1Q-2Q 2003)**

1. Transition Lenses
2. Kodak Precise Progressive Lens
3. Visionexpo
4. Travatan
5. Cocoons Eyewear

Source: PERQ/HCI Eyecare Market Advertising Placement Analysis; June 2003.

In addition to market share data, PERQ/HCI Eyecare Journal Advertising Solutions deliver data on using the Internet as part of your integrated campaign to reach eyecare professionals.

For more information on journal advertising spending and market share measurement in the eyecare industry, **please call Dave Emery at 800.243.2702 ext. 235.**

# Conclusion: Making the Most of Your Advertising Budget

**PERQ/HCI is committed to helping you make the most effective and high-value decisions for placing your advertising.** We believe that more informed decisions would not only help your bottom line, but also invigorate and challenge the publishers of eyecare journals to provide more information about their audiences.

## The PERQ/HCI Advantage

PERQ/HCI has reported on advertising in healthcare journals across a variety of healthcare market segments for over 35 years. PERQ/HCI survey techniques, sampling approaches and report formats are in use at over 95% of the nation's major healthcare advertising agencies. FOCUS and Media-Chek/APEX readership studies are performed annually for the following specialties:

- Medical/Surgical
- Pharmacy
- Nurse Practitioner/Physician Assistant
- Managed Care
- Eyecare
- Dentistry
- Radiology
- Veterinary

PERQ/HCI is a VNU business. VNU is a global information and media company with leading market positions and recognized brands in marketing information (AC Nielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

PERQ/HCI looks forward to meeting with you and talking about the state of eyecare journal advertising in more detail. We welcome the opportunity to discuss the data in these reports as well as the other ways in which PERQ/HCI research can help empower your decision making.

**Call 800.243.2702 ext. 235 for more information!**