

DTC Advertising Works!



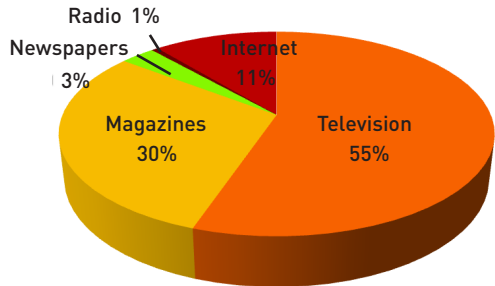
2/3 of all adults have **taken some kind of action** as a result of seeing or hearing healthcare advertising.

After exposure to healthcare advertising, **43% of adults** **took actions related to compliance/adherence**.

39% of adults **made an appointment with a doctor** as a result of healthcare advertising.

DTC Spending Increases Across Traditional & Digital Media

DTC Advertising Spend 2013



From 2012 to 2013



TV
Increased by 15%



Internet
Increased by 12%



Magazine
Increased by 4%

Source: Kantar Media Ad Intelligence.
Internet ad spending includes display advertising on more than 3,500 sites plus desktop paid search.

All of these statistics are available in greater detail in the **2014 MARS OTC/DTC Consumer Health Study**.

Contact Michele Deutschman at **212.991.6008**
or michele.deutschman@kantarmedia.com.

KANTAR MEDIA

800.243.2702 • KantarMedia.US/healthcare
blog: KantarMedia-healthcare.com