



# Treatment of Benefit and Risk Information in Online Banner Ads

**A pilot study conducted by Digitas Health**  
with partial funding from AstraZeneca Pharmaceuticals LP

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**DIGITAS HEALTH**

## Timely questions

- How should product information be presented using various social media tools to ensure that the user has access to a **balanced presentation** of both risks and benefits of medical products?
  - Are there data to support conclusions about whether **different types or formats** of presentations have a positive or negative impact on the public health?
    - Are there proposed solutions that may help address regulatory concerns when using social media tools associated with **space limitations** or tools that allow for real-time communications to present product information?
    - How should companies address the potential volume of information shared

# Gathering evidence

## Phase I — In-Lab Testing ( $n = 14$ )

> Tested variety of stimuli to determine preferences, recall, and insights for alternative methods of displaying benefit and risk information within banner ads

- Single-banner, comparative banner, and questionnaire testing
- Eye-tracking supplemented verbal and observed responses

## Phase II — At-Large Testing ( $n = 45$ )

> Shorter subset of tests conducted with random individuals at various public locations

- Single-banner, comparative banner, and questionnaire testing
- Tablet PC display, paper comparisons, and questionnaires

> Designed to test for congruity with in-lab results

## Phase III — Online Survey Testing ( $n = 987$ )

> Tested full set of stimuli to determine preferences, recall, and insights for alternative methods of displaying benefit and risk information within banner ads

- Single-banner, comparative banner, and questionnaire testing

> Designed to provide limited quantitative validation of qualitative findings from first two phases

# Current models perform suboptimally

## Beginning state



Quelmax  
faktam triphosphate

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PRESCRIBING INFORMATION](#)

**PROVEN.**

[Learn More](#)

Roll-over for **MORE**  
Important Safety Information

## Auto-pop ISI



**Important Safety Information** CLOSE X

Elderly patients with dementia-related psychosis (having lost touch with reality due to confusion and memory loss) treated with this type of medicine are at an increased risk of death, compared to placebo (sugar pill). QUELMAX is not approved for treating these patients.

Antidepressants have increased the risk of suicidal thoughts and actions in some children, teenagers, and young adults. Patients of all ages

Poorest recall of all treatments tested

**0.78 / 4 points**

# Optimized partitioning improves findings

50/50

The advertisement banner for 50/50 partitioning features the Quelmax logo (Sodium triphosphate) on the left, the word "PROVEN." in large white letters on a purple background in the center, and a white box on the right containing "Important Safety Information" and a warning about dementia-related psychosis. A yellow vertical bar with a black dot is on the far right.

Better recall...but poorer preference

Recall: 1.94 / 4 points | Preference: 169 picks

65/35

The advertisement banner for 65/35 partitioning is identical in layout to the 50/50 banner, featuring the Quelmax logo, "PROVEN." text, and safety information on the right.

Better recall and preference

Recall: 1.94 / 4 points | Preference: 185 picks

# Contextual balance + engagement device produces best recall and preference

## Benefit language

Quelmax<sup>™</sup>  
lithium triphosphate

**PROVEN.**

**KNOW THE RISKS** [CLICK HERE](#) for MORE Important Safety Information

[Learn More](#)

## Contextual risk language

Quelmax<sup>™</sup>  
lithium triphosphate

Neuroleptic malignant syndrome (NMS)  
- a rare, but potentially serious, side effect -  
has been reported with QUELMAX.

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Prompt to click through for full ISI



## Best recall and preference

**Recall: 2.03 / 4 points | Preference: 220 picks**

# Moving toward answers

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  - How should companies address the potential volume of information shared

Maximizing engagement is crucial in a context of low overall engagement with banner ads

There are preliminary data to support differences in the ability of different formats to maximize recall and elicit consumer preference

There are indications of promising approaches that merit further testing

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