

“ Before we begin every campaign, we insist on setting clear objectives. Working with Garfield Group yields dividends 10 times over because they too, are razor-focused on aligning creative with business goals to drive results.” ”

Michele Lichtenfield
Director, Marketing Communications, IMS Health



➤ CHALLENGE:

IMS Health is the world's leading provider of market intelligence to the pharmaceutical and healthcare industries. Every major pharma and biotech company, such as Merck, Pfizer and Bristol Myers Squibb, relies on IMS to help understand their markets, establish a competitive position and find ways to improve their marketing and sales effectiveness.

IMS Promo.360 is a source of market data used to enhance commercial effectiveness — helping brand managers and market researchers understand how well various parts of their Pharma promotional mix (detailing, advertising, etc.) are working. As they marketed the service, IMS discovered that the consulting services portion of Promo.360 (a strong area for potential revenue growth) had little market awareness.

IMS LEAD GENERATION PROGRAM

How can you creatively combine Offline and Online tactics to engage a difficult-to-reach audience?

Working with IMS Health, we developed a program that surpassed expectations — generating high-quality leads and establishing an important new consulting service.

➤ RESULTS:

After spending time exploring the mindset of our audiences and possible messaging and engagement strategies, we recommended a multi-tier, multi-touch direct marketing campaign, featuring a strong web-based lead capture mechanism.

High-level prospects received a dimensional mailer that featured an mp3 player pre-loaded with podcasts hosted by star IMS consultants. The idea was to have prospects hear from the consultants themselves, providing valuable content and promoting IMS thought leadership. As a call to action, we drove prospects to an online registration form to schedule a meeting with a team of IMS consultants. Those who did would receive a free digital picture frame.

Postcards and emails were used to create additional “touches” and create urgency for our call to action. Not only did the program earn response rates twice the industry average, we also exceeded IMS's podcast download goal by 10%. The results were so positive that the same program was launched in four other countries.

4% response rate
— twice the industry average

110 podcast downloads

Today's market is complex. Do you know which way to turn?

The right promotional path. The right promotional strategies.
All become easier with the right partner.

New promotional channels. Tighter budgets. The influence of managed care. The pharmaceutical industry is changing every day. To navigate the twists and turns with speed and intelligence, you need a strong partner. You need IMS. Only IMS can help you figure out which promotional mix will lead your brand on the path to success. Only IMS can show you wrong turns before you make them. And turn uncertainty into clarity.

Flexibility — tailored to your needs.

When you partner with IMS, you gain someone who truly understands the market. And truly understands your specific issues and challenges. It's this powerful combination that makes us so effective. We can help you sort through the many options available for your promotional programs and guide you on the route to the best outcome. IMS can maximize your promotional investments by:

- Modeling "what if" scenarios pre-program with various mix options and spending levels.
- Forecasting your brand performance based on promotion assumptions.
- Delivering insights that justify and defend your budget.
- Providing the evidence you need post-program to demonstrate results to management.

Why partner with IMS?
Hear for yourself.

To really understand the value of partnering with us, we've enclosed an mp3 player with podcasts that provide valuable industry insights and show you how to better tackle the many promotional challenges you face today. Visit www.imshealth.com/mp3 by October 31, 2007 to learn how you'll receive a free digital frame.

How else can IMS help you get a better view?

Listen to the podcasts on your enclosed mp3 player. Visit www.imshealth.com/mp3 by October 31, 2007 to learn how you'll receive a free digital frame.



ims[®]



➤ **Creative Theme**

Exposing the issues faced by our target audiences, we encouraged prospects to "turn to IMS in today's complex market."

➤ **Breakthrough Mailer**

The unique shape and size of our mailer (a circular "tin") helped it stand out from the clutter and get opened when it came across the desk of key executives.

➤ **Digital Picture Frame**

We gave prospects a clear incentive to set up a meeting with IMS — offering those who took a meeting a digital picture frame.



➤ **mp3 Player**

Recipients could "listen and discover" how IMS Promo.360 consulting could help them deal with serious marketing challenges through a series of podcasts available for download.