

MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
pharmaceutical faculty
department of management, marketing and quality assurance in pharmacy

QUALIFICATION WORK
on the topic: «**RESEARCH ON ADVERTISING OF PHARMACEUTICAL
BRANDS IN THE MEDIA**»

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Emmanuella Dede ANNANG

Supervisor: head of the department of management,
marketing and quality assurance in pharmacy, doctor of
pharmaceutical sciences, professor Volodymyr MALYI

Reviewer: head of the department of social pharmacy,
candidate of pharmaceutical sciences, associate professor
Alina VOLKOVA

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АНОТАЦІЯ

У даній роботі досліджено особливості та методи рекламування фармацевтичних брендів у медіапросторі. Проаналізовано сучасні підходи до створення та розміщення ефективної реклами для фармацевтичної продукції. Розроблено практичні рекомендації щодо підвищення ефективності рекламних кампаній, враховуючи специфіку галузі та вимоги законодавства. Загальний обсяг кваліфікаційної роботи становить 40 сторінок і містить 21 рисунок, 4 таблиці. До роботи також включено список літератури, що налічує 30 джерел.

Ключові слова: реклама, фармацевтичні бренди, медіа, рекламна кампанія, ефективність реклами

ANNOTATION

This work investigates the features and methods of advertising pharmaceutical brands in the media space. Modern approaches to creating and placing effective advertising for pharmaceutical products are analyzed. Practical recommendations are developed to improve the effectiveness of advertising campaigns, considering the specifics of the industry and the requirements of the law. The total volume of the qualification work is 40 pages and contains 21 figures, 4 tables. The work also includes a list of references, which includes 30 sources.

Keywords: advertising, pharmaceutical brands, media, advertising campaign, advertising effectiveness.

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INTRODUCTION

Relevance of the research topic. The relevance of the study lies in the rapid growth of the pharmaceutical market and increased competition, which requires brands to use effective promotion tools. Advertising in the media is one of the key mechanisms for influencing the target audience, but its effectiveness and legal aspects require careful study. The study will identify current trends and develop optimal strategies that meet ethical standards and legislative requirements, as well as consider the specifics of the industry [5].

In conditions of market saturation and fierce competition for consumers, effective product promotion becomes a key factor in success. Advertising plays a crucial role in shaping demand, informing consumers and building the image of pharmaceutical brands. The main factors that determine the relevance of the study were analyzed [2].

The pharmaceutical market is characterized by a large number of players and the constant release of new drugs. This forces companies to actively use advertising tools to highlight their brands and maintain market positions [8].

Medicines are a special product, the advertising of which is subject to increased requirements related to safety, reliability and ethical standards. The need to balance commercial goals and responsibility for public health makes research on this topic particularly important [11].

The intensive development of digital technologies and social media is changing traditional approaches to advertising. Companies are forced to adapt their strategies to reach audiences through new channels such as the Internet, social networks and mobile applications. This requires an in-depth analysis of the effectiveness of each media channel [7].

Pharmaceutical advertising is strictly regulated by constantly changing legislation. Studying legal norms and ethical aspects is critical to avoiding sanctions and building consumer trust. Violation of ethical standards can cause serious damage to a brand's reputation [4].

Pharmaceutical advertising has a significant impact on consumer behavior, their choices and even their perception of their health. Studying this impact allows us to understand how to effectively convey information to the target audience without misleading them [12]. Given the above factors, the study of pharmaceutical brand advertising in the media is not only theoretically significant, but also has important practical significance. It will allow pharmaceutical companies, advertising agencies and regulatory authorities to develop and implement effective and responsible advertising strategies that will contribute to the development of the industry and protect the interests of consumers [9].

The purpose of the qualification work is to research on advertising of pharmaceutical brands in the media.

To achieve the goal of the qualification work, it is necessary to solve the following **tasks**:

- to investigate the essence, functions and main types of advertising as a tool for product promotion in order to reveal its role in the marketing mix;
- to analyze the features of the pharmaceutical market and the specifics of advertising of medicines in order to reveal the main requirements and limitations that regulate advertising activities in this area;
- to investigate modern advertising strategies of pharmaceutical companies in order to reveal their approaches to positioning and promoting brands in the market;
- to analyze the impact of advertising of pharmaceutical brands on consumer behavior in order to reveal the psychological mechanisms of perception of advertising messages and their influence on making a purchase decision;
- to develop recommendations for improving advertising strategies of pharmaceutical brands in order to increase their effectiveness and compliance with modern challenges of the media space;
- to substantiate the criteria for assessing the effectiveness of advertising campaigns in the pharmaceutical industry in order to develop a system for monitoring and controlling the results of advertising activities.

The object of the study is the advertising activities of pharmaceutical companies.

The subject of the study is the features and methods of advertising pharmaceutical brands in the media.

Methods were used for the research including: theoretical analysis and synthesis – to generalize scientific sources and form the theoretical foundations of the study; comparative analysis – to compare advertising strategies of different brands and media channels; content analysis – to study the content of advertising messages; statistical analysis – to process quantitative data and assess the effectiveness of advertising campaigns.

Practical significance of the obtained results. The results obtained can be used by pharmaceutical companies and advertising agencies to develop and implement effective advertising strategies. The recommendations that will be formulated will allow optimizing promotion budgets and increasing consumer loyalty, while adhering to all legal and ethical norms.

Approbation of research results and publication. Qualification work is approved on V All-Ukrainian Scientific and Practical Conference with International Participation «Priority areas of research in scientific and educational activities: problems and prospects». Abstracts of the reports have been published: Malyi V.V., Bondarieva I. V., Annang D.E. Features of the pharmaceutical market and the specifics of advertising of medicines. Priority areas of research in scientific and educational activities: problems and prospects: materials of the V All-Ukrainian scientific and practical conference with international participation (October 23-24, 2025) KEHE "Rivne Medical Academy". 2025. P. 26-28.

Structure and scope of the qualification work. The qualification work consists of an introduction, a literature review, an experimental part, generalized conclusions, a list of sources used and appendices. The total volume of the work is 40 pages, including 21 figures, 4 tables. 30 sources of literature were used and analyzed within the framework of the study.

CHAPTER I

THEORETICAL BASIS OF ADVERTISING OF PHARMACEUTICAL BRANDS

1.1. Advertising as a tool for promoting a product

Advertising is a powerful communication tool used by businesses to inform, persuade, and remind a target audience about their products, services, or ideas. It's a key component of the marketing mix and plays a crucial role in building brand awareness and driving sales. The essence of advertising lies in its ability to deliver a message to a broad audience through paid media channels [30].

Fig. 1.1. presents the types of product advertising [6].



Fig. 1.1. The types of product advertising

The core essence of advertising is to create a connection between a brand and its consumers. It goes beyond simply stating a product's features; it builds a story, a feeling, and a perception around the brand. The goal is to make the product stand out from competitors and become a preferred choice in the consumer's mind. Effective advertising often taps into human emotions, desires, and needs to create a

lasting impression [16].

Advertising serves several critical functions:

- one of the primary functions is to inform potential customers about a new product, its features, and where they can find it. This is particularly important for new brands entering the market [30];
- advertising aims to persuade consumers that a particular product is the best choice for them. This is achieved by highlighting the product's benefits and how it can solve the consumer's problems. Persuasive advertising often uses emotional appeals or logical arguments to influence a purchase decision;
- advertising helps to keep a brand top-of-mind. Even established brands with a loyal customer base need to advertise to maintain their market share. This function ensures that consumers remember the brand when they are ready to make a purchase [30];
- advertising is instrumental in creating and shaping a brand's image. Through consistent messaging and visuals, a brand can cultivate a reputation for being innovative, reliable, or luxurious. A luxury car brand, for instance, uses sophisticated and elegant ads to reinforce its high-end status.
- to drive a specific action, such as making a purchase, visiting a website, or subscribing to a newsletter. It serves as a call-to-action that motivates the audience to engage with the brand [30].

The benefits of product advertising are presented in Fig. 1.2 [17].



Fig. 1.2. The benefits of product advertising

Advertising can be categorized in various ways, but some of the most common types are based on the medium used to deliver the message:

- print advertising includes ads in newspapers, magazines, brochures, and flyers, while its influence has waned with the rise of digital media, it remains effective for reaching specific, niche audiences [13].
- broadcast advertising covers television and radio advertising, television ads are powerful due to their combination of visuals and sound, making them highly effective for emotional appeals. radio ads, on the other hand, are great for reaching listeners during their commute [13].
- digital advertising is the fastest-growing and most diverse type of advertising, it includes search engine marketing, social media ads, display ads on websites, and email marketing. digital advertising is highly targetable, allowing businesses to reach specific demographics, interests, and behaviors.
- outdoor advertising (ooh-out-of-home) includes billboards, bus wraps, and ads at bus stops and public transit stations, ooh advertising is designed to catch the attention of people who are on the go.
- direct mail advertising involves sending physical mail, such as postcards or catalogs, directly to consumers' homes, it's a more personalized approach that can be very effective for targeted promotions [13].

The Marketing mix «4P» is presented in Fig. 1.3 [20].



Fig. 1.3. Marketing mix «4P»

1.2. Features of the pharmaceutical market and the specifics of advertising of medicines

The pharmaceutical market is one of the most complex and highly regulated sectors of the global economy. It plays a crucial role in safeguarding public health by providing access to life-saving and life-improving medicines. At the same time, it represents a multi-billion-dollar industry where scientific research, business interests, and ethical considerations intersect. Understanding the features of this market and the specifics of medicine advertising is essential for both healthcare professionals and consumers [12].

One of the defining characteristics of the pharmaceutical market is its high level of regulation. Unlike most consumer goods, medicines are subject to strict legal control at every stage of their lifecycle: from research and development to clinical trials, approval, distribution, and promotion. This regulation ensures that drugs are safe, effective, and of high quality before reaching the market [8].

Another important feature is the research-intensive nature of the industry. Pharmaceutical companies invest heavily in research and development (R&D), often spending billions of dollars and many years to create a single new drug. Clinical trials are lengthy, costly, and risky, with only a small percentage of potential drugs successfully reaching commercialization. This contributes to the high cost of many medicines, which in turn shapes market dynamics and accessibility [15].

The pharmaceutical market is also characterized by intellectual property protection, especially through patents. Patents allow companies to exclusively produce and sell a new drug for a limited period, usually 20 years. This exclusivity helps companies recoup their R&D investments but can also lead to high prices and limited access for patients. After patents expire, generic medicines enter the market, increasing competition and lowering costs [22].

A further specific feature is the involvement of multiple stakeholders. Unlike typical consumer markets where buyers and sellers directly interact, the pharmaceutical market involves healthcare professionals, regulatory authorities, insurance companies, wholesalers, pharmacies, and patients. Doctors and

pharmacists often influence purchasing decisions more than patients themselves, especially for prescription-only medicines [4].

Finally, the pharmaceutical market is affected by ethical and social responsibility issues. The tension between profit-making and the duty to improve public health creates constant debate. Companies must balance commercial goals with the ethical obligation to ensure affordability, transparency, and equitable access to medicines [19].

Advertising in the pharmaceutical sector differs significantly from other industries because of its direct impact on human health. For this reason, most countries impose strict rules on how medicines can be promoted. Regulations vary, but the general goal is to ensure that advertising is accurate, evidence-based, and not misleading [24].

One major distinction lies in the segmentation of advertising into prescription drugs and over-the-counter (OTC) medicines. In many countries, direct-to-consumer advertising of prescription drugs is either heavily restricted or outright prohibited. Instead, promotional activities are usually directed at healthcare professionals through medical journals, conferences, and sales representatives. These interactions must adhere to ethical standards, avoiding undue influence on medical decision-making [19].

Over-the-counter medicines, on the other hand, are more widely advertised to the general public. Advertisements for OTC drugs must be clear, scientifically supported, and must not exaggerate effectiveness or downplay possible side effects. Governments often require disclaimers, such as “consult your doctor” or “read the instructions before use,” to encourage safe self-medication practices [6].

Another specific feature of pharmaceutical advertising is the balance between information and promotion. Unlike typical product advertisements that focus on emotional appeal, drug promotion must provide factual details about dosage, indications, contraindications, and potential risks. However, companies still use marketing strategies—such as branding, slogans, and imagery—to build trust and recognition [10].

Digital technologies have also transformed the landscape of pharmaceutical advertising. Companies increasingly use online platforms, social media, and targeted campaigns to reach both professionals and patients. While these tools allow for broader outreach, they also raise new regulatory challenges related to misinformation, data privacy, and ethical responsibility [20].

Finally, pharmaceutical advertising must consider cultural and social factors. Perceptions of health, illness, and medical treatment differ across regions, influencing how drugs are promoted. Successful campaigns often integrate educational elements, raising awareness about diseases and prevention, while carefully adhering to local legal frameworks [12].

The pharmaceutical market stands apart from other industries due to its heavy reliance on research, strict regulation, and ethical significance. Its features—such as intellectual property protection, multiple stakeholders, and the balance between innovation and affordability—shape its unique dynamics. Similarly, the advertising of medicines is subject to special rules designed to protect public health. Unlike traditional consumer advertising, pharmaceutical promotion must prioritize factual accuracy, patient safety, and ethical responsibility [22].

In today's world, where new drugs and technologies emerge rapidly, the importance of responsible marketing and transparent communication is greater than ever. The pharmaceutical market will continue to evolve, but its central challenge will remain the same: ensuring that life-saving medicines are not only innovative but also accessible and responsibly promoted [1].

Conclusions to chapter I

1. The essence, functions and main types of advertising as a tool for product promotion was investigated.
2. The features of the pharmaceutical market and the specifics of advertising of medicines were analyzed.

CHAPTER II

ANALYSIS OF METHODS AND TOOLS OF ADVERTISING OF PHARMACEUTICAL BRANDS IN THE MEDIA

2.1. Analysis of advertising strategies of pharmaceutical companies in the modern market

According to the MMI (Media Marketing Index) study by Kantar, only 15% of Ukrainians always save on medical services and the purchase of medicines – mostly out of necessity. Another 32% do it from time to time, in case of force majeure circumstances. 26% of Ukrainians are fundamentally not ready to reduce treatment costs. This insight demonstrates: for many Ukrainians, health is a priority that cannot be revised [12].

Such stability in the attitude towards one's own health creates a special field of opportunities in communications for pharmaceutical brands. In these conditions, media activity is an important tool for promotion and a possible channel of influence on the choice of the patient, for whom a wide range of non-prescription drugs is available today, and the formation of trust [5].

According to estimates by the sales house Ocean Media Plus, the volume of investments in advertising on TV in the pharmaceutical category in the first half of 2025 amounted to 1.7 billion UAH, which is 11.0% less than in the same period of the previous year (Fig. 2.1).

The first half of 2025 turned out to be very turbulent both in the pharmaceutical and advertising markets. The state reform on regulating drug prices significantly affected manufacturers. As a result, some companies showed growth, while others lost revenue. This, accordingly, affected the advertising budgets of the first half of the year. However, since June, positive trends have been noted, the category is beginning to adapt to new conditions [16].

There are many signals indicating recovery. TV shows very good investment indicators at the moment. Pharmaceutical advertisers know all about the

effectiveness of TV advertising and how it helps stimulate brand sales, so we expect a recovery in Pharma's advertising budgets in the second half of the year [9].

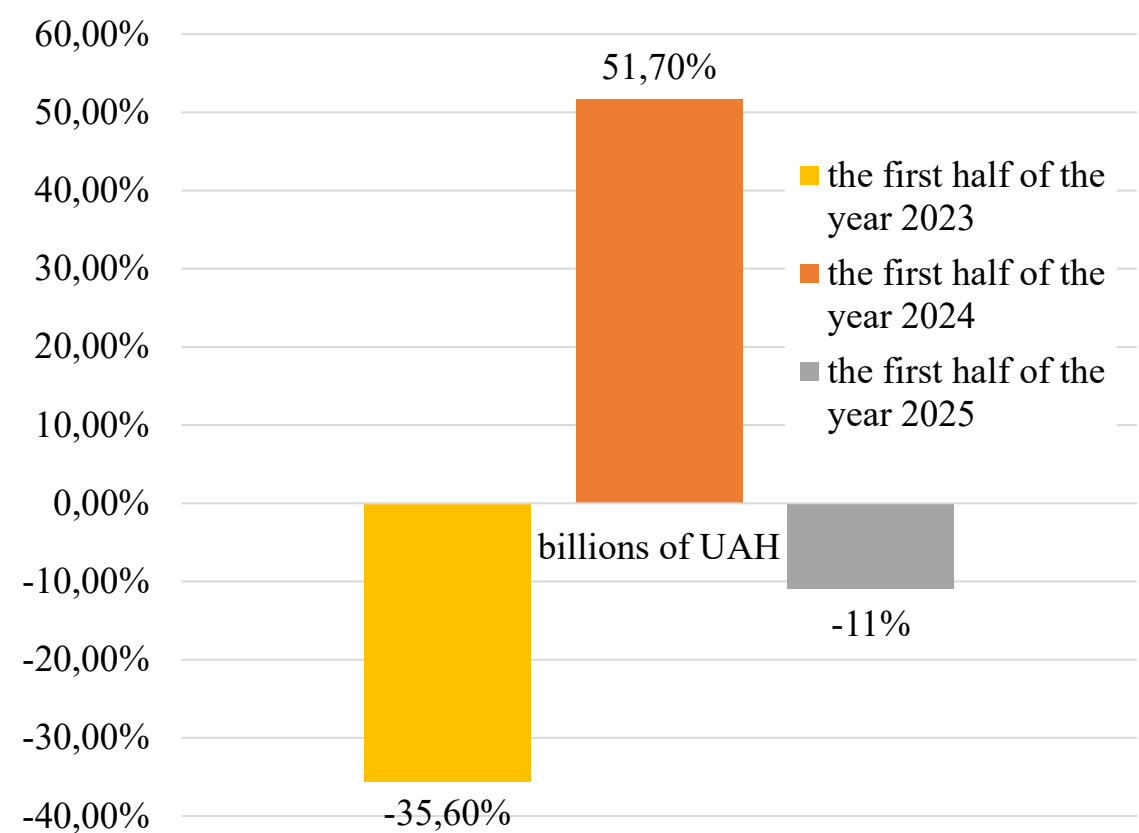


Fig. 2.1. Dynamics of investment volumes in advertising of pharmaceutical brands on TV according to the results of the first half of 2023–2025, indicating the growth / decrease rates

The EqGRP** indicator decreased by 16.9% (Fig. 2.2), which contrasts with the active growth in previous years. The decline is especially noticeable in the categories of dietary supplements (–40.6%) and cosmetics (–61.3%).

The pharmaceutical segment, which is the main category advertised on TV, also recorded a decrease – at the level of 5.3% (Fig. 2.3).

The monthly dynamics of EqGRP also show a noticeable decrease compared to 2023–2024 (Fig. 2.4).

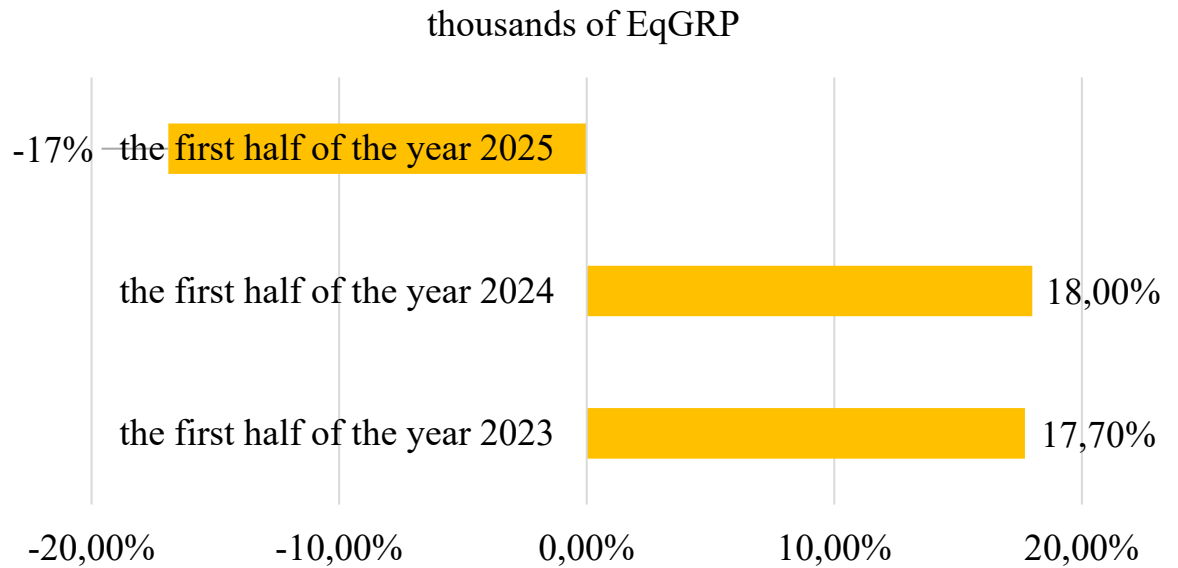


Fig. 2.2. Dynamics of EqGRP (sample — cities with 50 thousand+) of pharma brand advertising on TV according to the results of the first half of 2023–2025, indicating the growth/decrease rates compared to the same period of the previous year

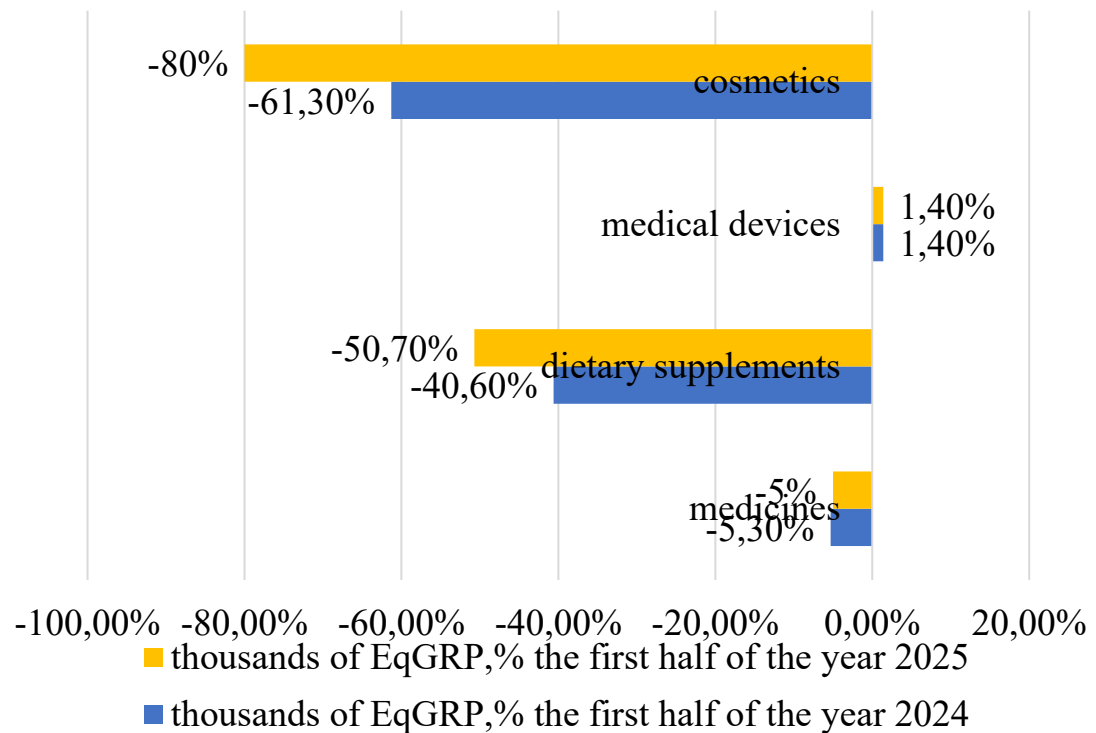


Fig. 2.3. Dynamics of EqGRP (sample — cities with 50 thousand+) of pharma brand advertising on TV by category based on the results of the first half of 2024–2025, indicating the growth / decline rates

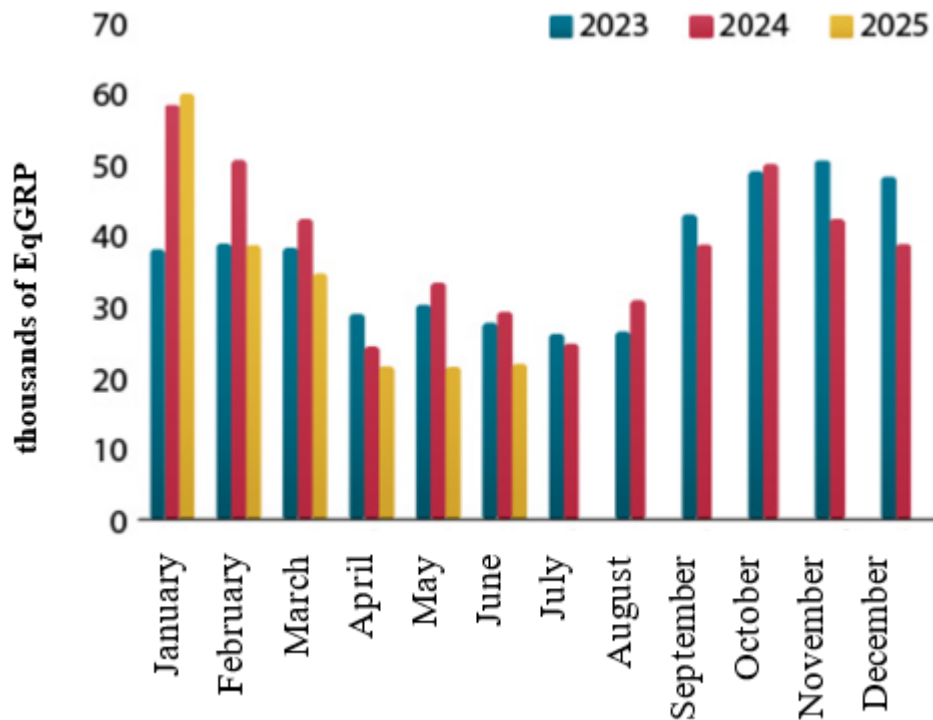


Fig. 2.4. Monthly dynamics of EqGRP (sample - cities 50 thousand+) of pharma brand advertising on TV from January 1, 2023 to June 2025

Ukrainian marketing companies traditionally use TV more actively to promote pharmaceutical brands than foreign ones. In 2025, the lag of international companies is small, but both segments demonstrate a decrease in activity compared to last year (Fig. 2.5).

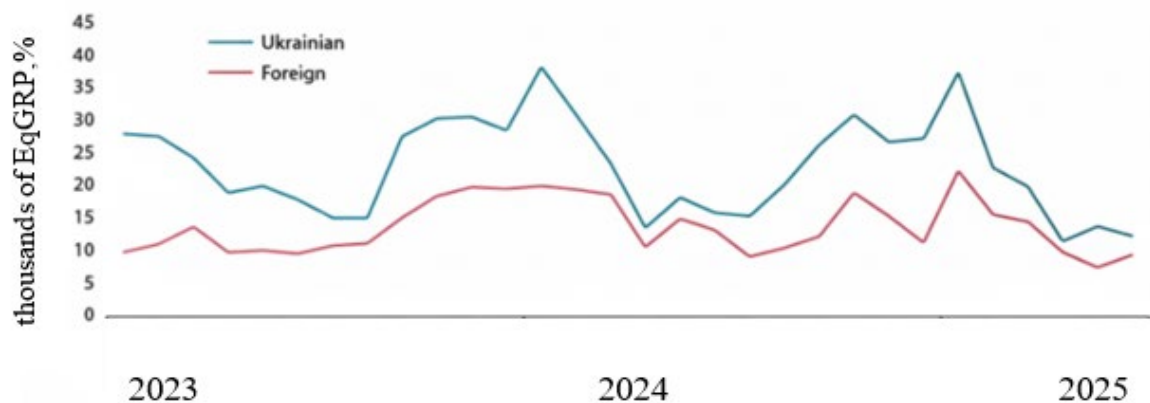


Fig. 2.5. Monthly dynamics of EqGRP (sample — cities with 50 thousand+) of advertising of pharmaceutical brands on TV by foreign and domestic marketing companies from January 2023 to June 2025

The leaders in terms of EqGRP according to the results of the first half of 2025 among pharmaceutical brands are DOLGIT, MAGNE B6 and FARMADOL (table 2.1).

Table 2.1

**Top 10 pharma brands by EqGRP indicator (sample — cities 50 thousand+)
according to the results of the first half of 2025**

N	Brand	EqGRP, %	Growth / Decline, %
1	DOLGIT	5693	-25.5
2	MAGNE B6	4643	7.2
3	FARMADOL	3953	75.5
4	ANTRAL	3884	47.8
5	NO-SHPA	3860	22.8
6	SPASMALGON	3813	40.9
7	PEKTOLVAN	3060	-4.4
8	ENTEROJERMINA	2949	16.0
9	PROKTOZAN	2866	-21.2
10	FIORDA	2861	55.3

The top list of advertisers is headed by the companies Farmak, Opella Healthcare International and Naturwaren (table 2.2).

Table 2.2

**Top 10 marketing organizations by EqGRP index (sample – cities 50
thousand+) based on the results of the first half of 2025**

N	Marketing Organization	Th. EqGRP, %	Growth / Decline, %
1	Farmak (Ukraine)	38.1	20.8
2	Opella Healthcare International (France)	16.2	16.3
3	Naturwaren (Germany)	14.6	-1.0
4	Delta Medical (Ukraine)	13.0	-52.3

5	Teva (Israel)	12.3	22.4
6	PRO-Pharma (Ukraine)	10.0	-13.1
7	Bayer Consumer Health (Switzerland)	9.5	-11.2
8	Kyiv Vitamin Plant (Ukraine)	7.7	-11.4
9	Stada (Germany)	7.5	-0.5
10	Darnitsa (Ukraine)	7.1	-50.1

It should be noted that for many advertisers a decrease in advertising activity is recorded compared to the same period of the previous year. Regarding domestic manufacturers that signed a declaration on cooperation to reduce and stabilize prices for medicines, some companies have a decrease in the EqGRP indicator, but not all [6]. The activity of pharmaceutical companies in the online advertising segment has decreased compared to previous years. According to the results of the first half of 2025, 280 million impressions of pharmaceutical brand advertisements on the Internet were recorded, which is 29.1% less compared to the same period of the previous year (Fig. 2.6).

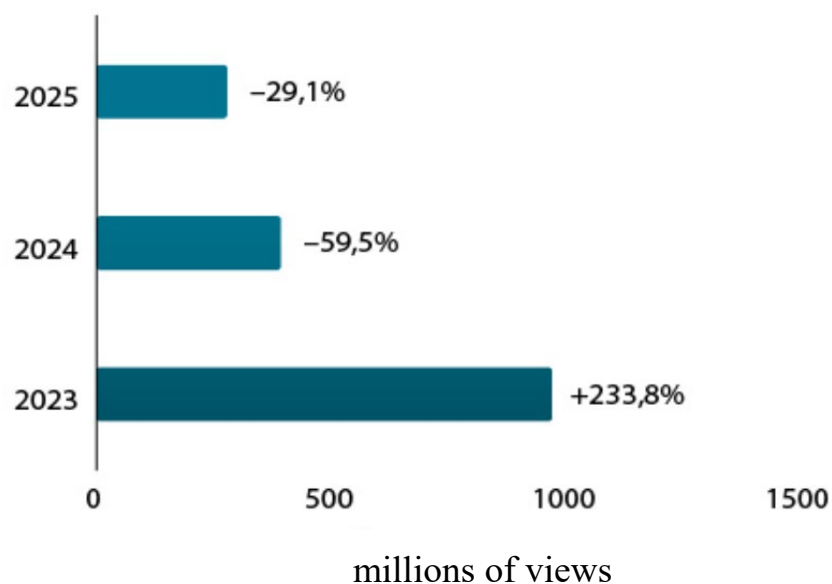


Fig. 2.6. Dynamics of the number of impressions of pharmaceutical brand advertisements on the Internet in the first half of 2023–2025, indicating the growth / decrease rates compared to the same period of the previous year

Monitoring covers advertising impressions on personal computers and does not consider mobile devices [14].

The leaders in terms of the number of impressions among pharmaceutical brands in the studied period are KANEFRON, CREON and SINUPRET (table 2.3).

The main advertisers are Opella Healthcare International, Bionorica and Abbott Products (table 2.4).

Table 2.3

Top 10 pharma brands by the number of internet ad impressions based on the results of the first half of 2025

N	Brand	Number of Impressions, mln
1	CANEPHRON	10.6
2	KREON	8.9
3	SINUPRET	7.0
4	DETRALEX	6.1
5	ENTEROJERMINA	5.9
6	OTRIVIN	4.8
7	THERAFLU	4.8
8	NO-SHPA	4.8
9	PRAVENOR	4.6
10	AFLUBIN	4.5

Table 2.4

Top 10 marketing organizations by the number of internet ad impressions based on the results of the first half of 2025

No.	Marketing Organization	Number of impressions, mln
1	Opella Healthcare International (France)	23.9

2	Bionorica (Germany)	19.8
3	Abbott Products (Germany)	16.6
4	Khaleon (Ukraine)	15.3
5	Farmak (Ukraine)	15.1
6	PRO-Pharma (Ukraine)	14.8
7	Darnitsa (Ukraine)	12.8
8	Zhytomyr Pharmaceutical Factory (Ukraine)	11.2
9	Bayer Consumer Health (Switzerland)	11.1
10	Kyiv Vitamin Plant (Ukraine)	9.1

Kantar research from June 2025 shows that high ad views do not guarantee that a brand will remain in memory.

In view of this, one should not focus on ensuring maximum visibility, but rather on the quality of contact – the ability of advertising to leave an emotional or rational mark in the viewer's memory [21].

Experts emphasize that in the fight for attention, even despite the presence of good visuals, the key idea can be lost [30].

Therefore, it is worth regularly testing creative before, during and after campaigns: is the main message clear, is the brand recognizable, does the advertising leave an impression or association [13].

In channels with a high level of information noise (YouTube, mobile applications), simply capturing attention is no longer enough – creative must be read quickly. Communication planning must consider the categories and behavior of the target audience [17].

There is no universal media strategy. It is advisable to work with a flexible channel mix, as well as test creative and channel context.

2.2. Research on the impact of pharmaceutical brand advertising on consumers

To analyze the impact of pharmaceutical brand advertising on consumers, a survey of 57 consumers was conducted (Appendix A).

It was determined that the majority of the survey participants are female, constituting 87% of the respondents. It was established that the number of male participants is significantly lower, making up only 13% of the total sample (Fig. 2.7).

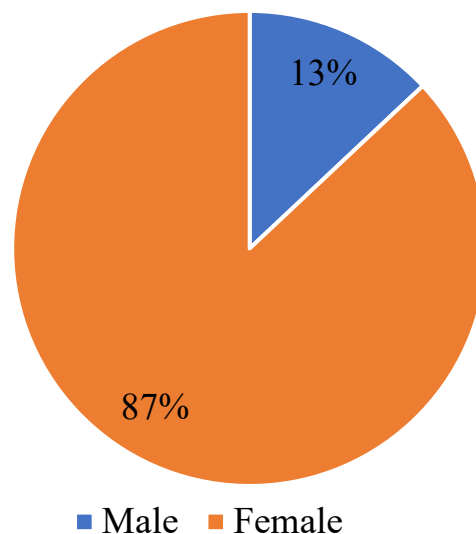


Fig. 2.7. Distribution of respondents by gender

As a result of the study, it was revealed that the largest age cohort among respondents is 36–45 years, accounting for 24% of the sample (Fig. 2.8). It was determined that the 26–35 years age group forms the second-largest share at 21%. It was found that the age groups 18–25 years and 56 years and older have an almost identical representation of 19% each. It was established that the smallest portion of respondents falls into the 46–55 years category, with 17%

At the next stage of our work, we investigated distribution of respondents by level of education (Fig. 2.9). It was determined that the largest number of respondents have a higher education, comprising 42% of the total. It was established that those with secondary/special secondary education form the second-largest group at 29%. As a result of the study, it was revealed that respondents with two or more

higher education degrees account for 15%. It was found that individuals with incomplete higher education represent the smallest proportion, at 14%.

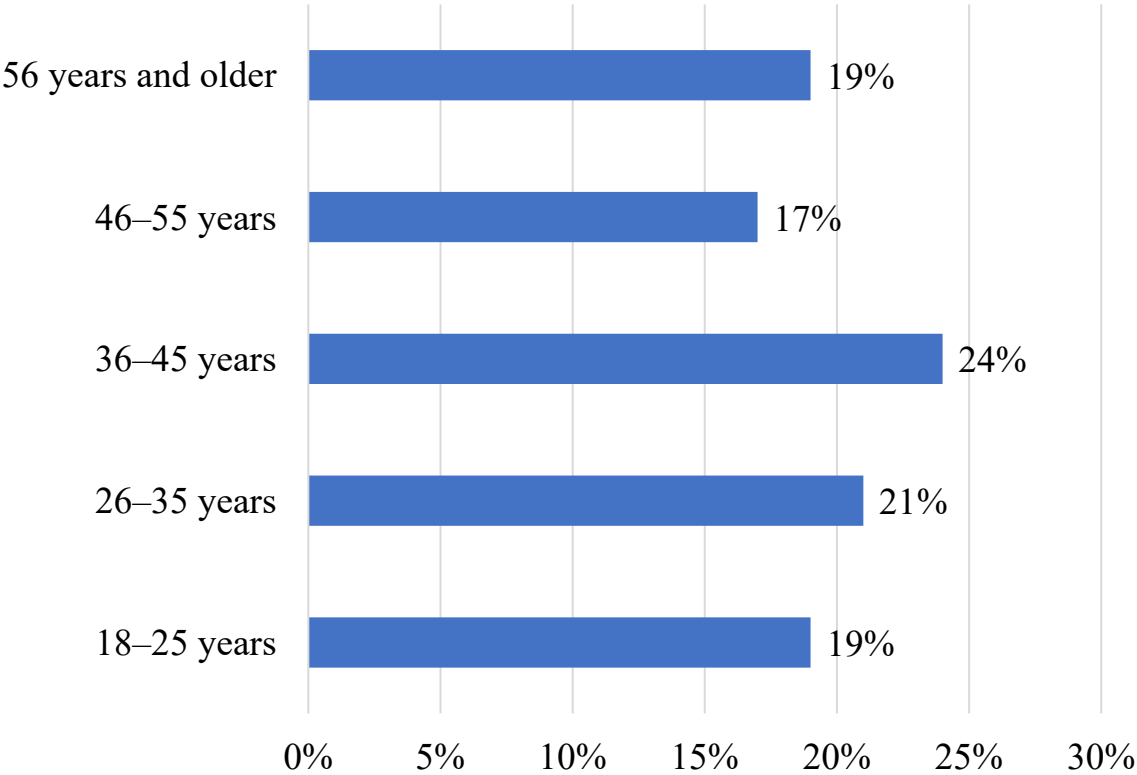


Fig. 2.8. Distribution of respondents by age group

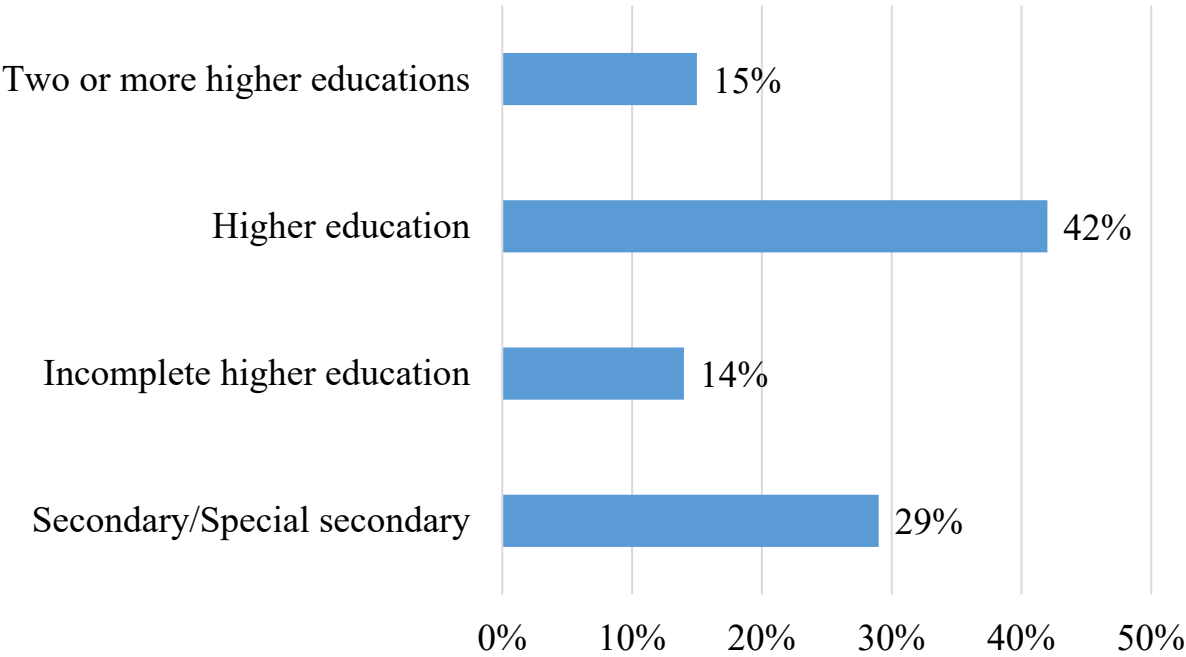


Fig. 2.9. Distribution of respondents by level of education

Next, we assessed the frequency of pharmaceutical purchases by respondents (Fig. 2.10). It was determined that the most frequent answer for pharmaceutical purchases is several times every six months, chosen by 37% of the respondents.

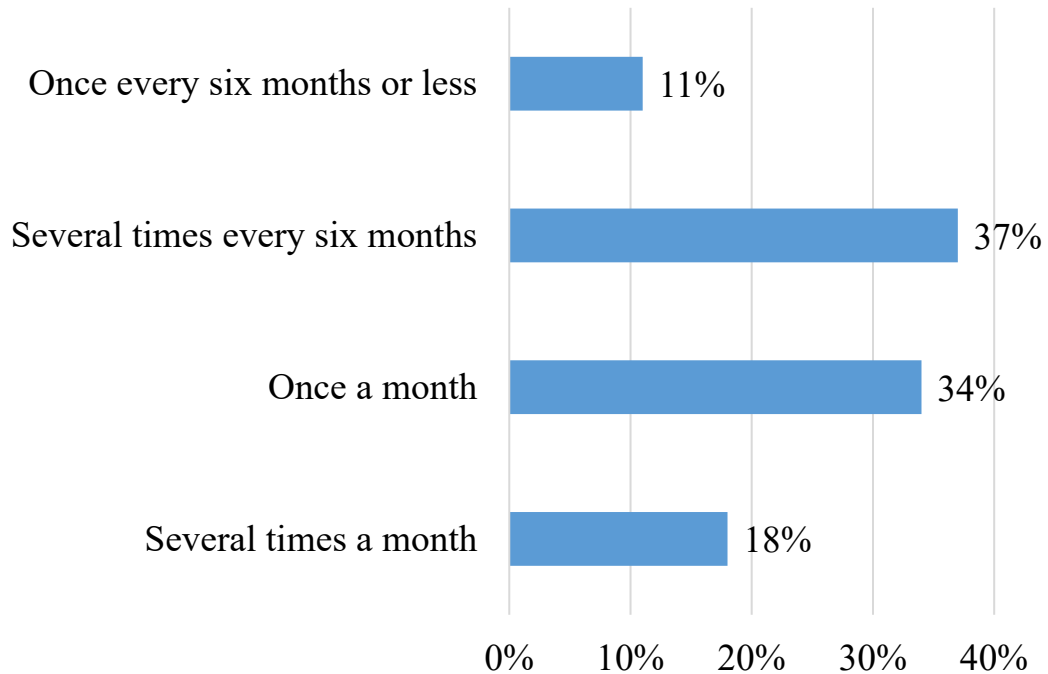


Fig. 2.10. Frequency of pharmaceutical purchases by respondents

It was established that a high proportion of respondents purchase pharmaceuticals once a month, at 34%. As a result of the study, it was revealed that several times a month purchases are made by 18% of the participants. It was found that the least frequent purchase category, once every six months, accounts for 11% of the responses.

At the next stage of our work, we analyzed the sources of information influencing pharmaceutical choice (Fig. 2.11). It was determined that doctor's advice is the most significant source of information influencing consumers' choice of pharmaceuticals, accounting for 37% of the responses. It was established that the second most influential source is pharmacist's advice, comprising 24% of the participants. As a result of the study, it was revealed that personal experience plays a considerable role, with 20% of respondents relying on this factor. It was found that advertising (TV, Internet) influences the choice of 15% of the consumers. It was also

determined that friends/relatives' advice has the least impact among the specified sources, being cited by only 4% of the respondents.

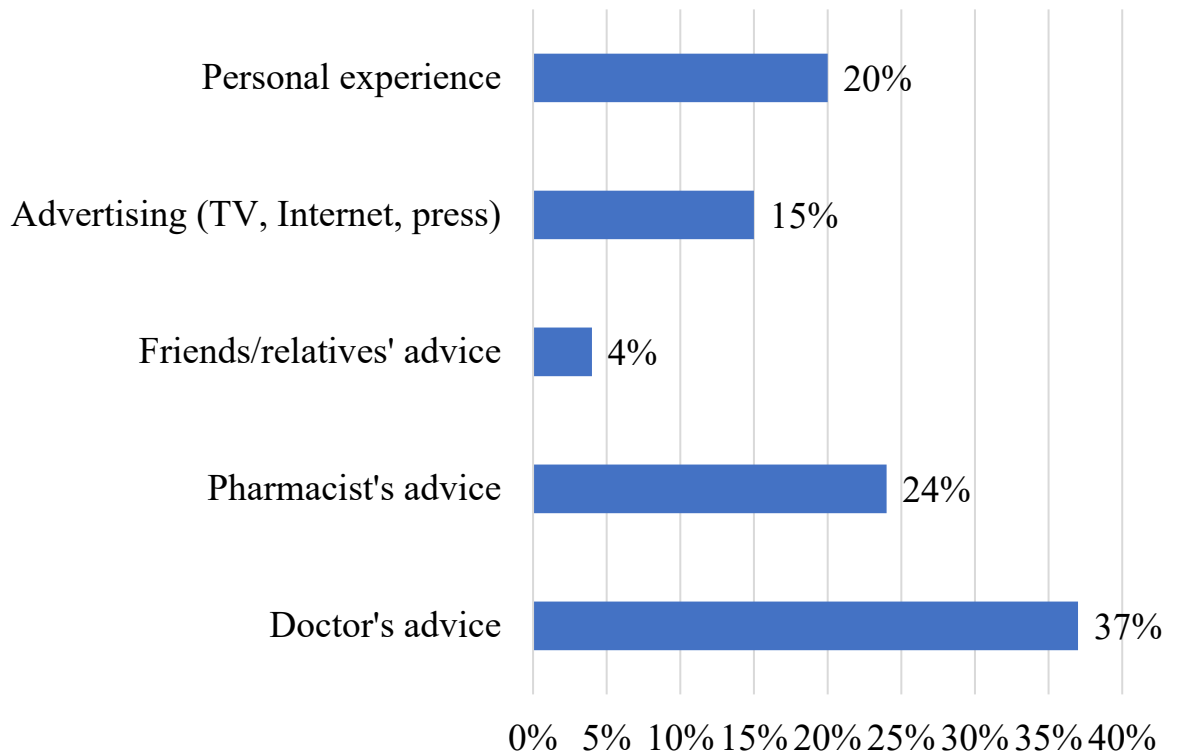


Fig. 2.11. Analysis of sources of information influencing pharmaceutical choice

Next, we analyzed the primary sources where consumers notice most often advertising for pharmaceutical brands (Fig. 2.12). It was determined that television is the leading platform where consumers most often notice pharmaceutical advertisements, with a significant share of 25%.

It was established that social networks (Facebook, Instagram, etc.) are the second most common source, accounting for 20% of where respondents encounter advertising. As a result of the study, it was revealed that YouTube (video advertising) and the category of respondents who reported "I don't notice advertising" have a similar, substantial presence, at 14% and 13% respectively.

It was found that search engines (Google, etc.) also represent a notable source for advertising exposure, influencing 13% of the participants. It was also determined that specialized medical sites are a less common source, at 11%. It was established

that radio is the least frequent source where consumers notice pharmaceutical advertising, cited by only 4% of the respondents.

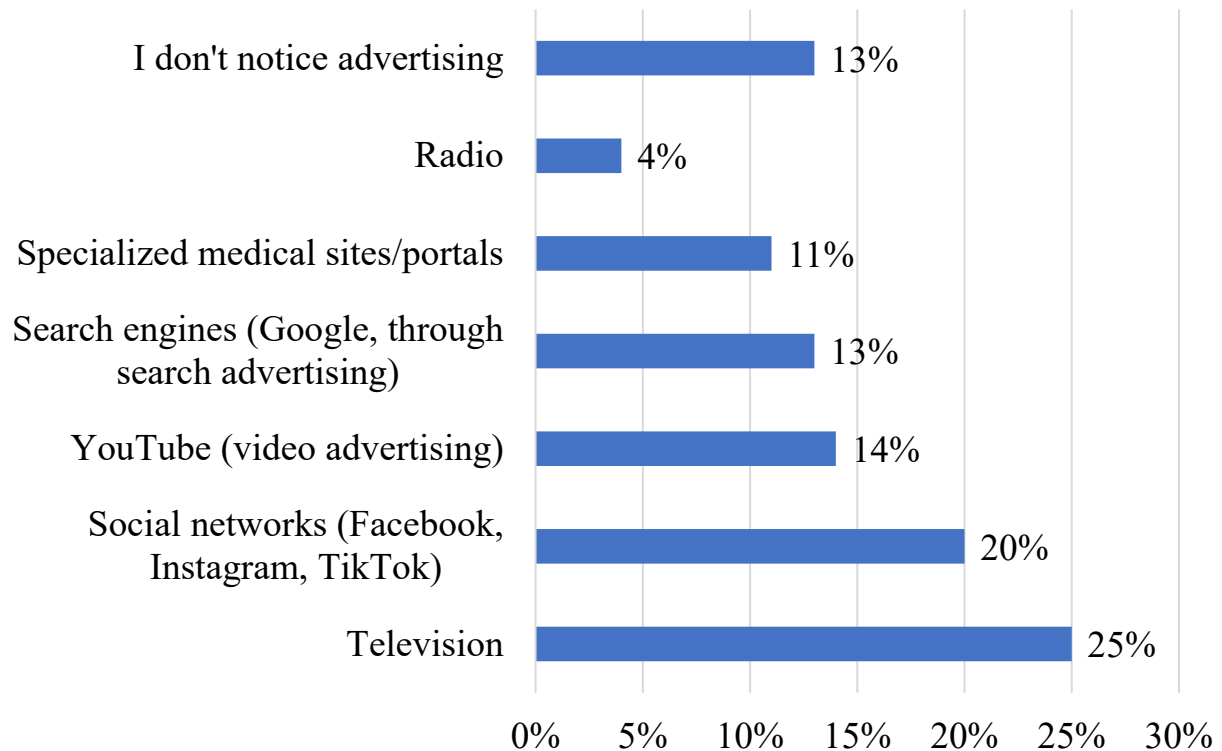


Fig. 2.12. Analysis of the primary sources where consumers notice most often advertising for pharmaceutical brands

It was determined that pharmaceutical advertising holds at least a moderate level of influence on the purchase decisions of the majority of consumers surveyed. The largest single group of respondents, 30%, indicated that advertising is moderately influential. Following closely, 29% of participants reported that advertising is significantly influential in their decisions. This demonstrates that for nearly six out of ten consumers (59%), advertising plays a substantial role. Furthermore, 26% of the respondents considered advertising to be minimally influential. Only a small segment of the sample, 15%, indicated that advertising has not at all any influence on their pharmaceutical choices. Overall, the findings establish that advertising is a factor considered to some extent by 85% of consumers when making pharmaceutical purchases (Fig. 2.13).

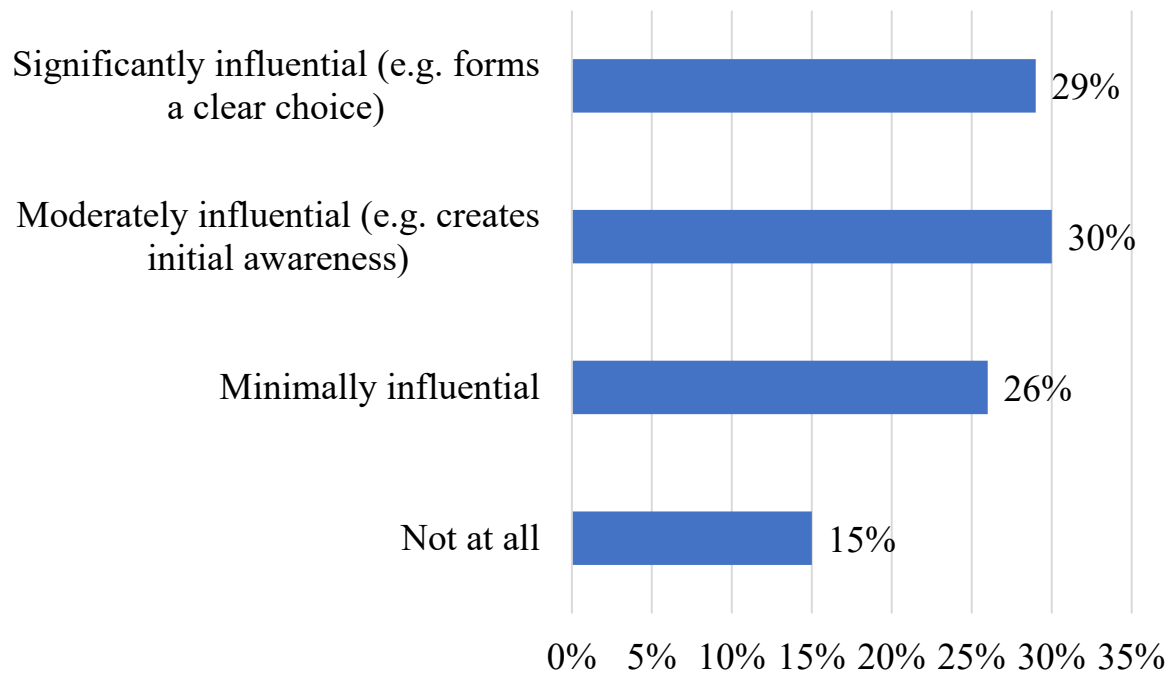


Fig. 2.13. Analysis of extent to which advertising influences pharmaceutical purchase decisions

The next stage of our work was to analyze the most influential elements of pharmaceutical advertising (Fig. 2.14). It was determined that the brand name/logo is the single most influential element in pharmaceutical advertising for the surveyed consumers, as indicated by 25% of the responses. The findings establish that positive reviews/testimonials and the mention of a doctor's recommendation are also highly effective elements, scoring 17% and 16%, respectively, highlighting the importance of social proof and professional endorsement. Furthermore, calls to action (e.g., "Ask your pharmacist") captured the attention of 14% of the participants. The visual and technical aspects, such as animation, graphics, and music, were noted by 13% of respondents, showing their role in memorability and engagement. The practical factor of price/special offers influenced 12% of the consumers. Conversely, information about the composition/effect of the drug was considered the least influential element among those listed, being cited by only 3% of the sample.

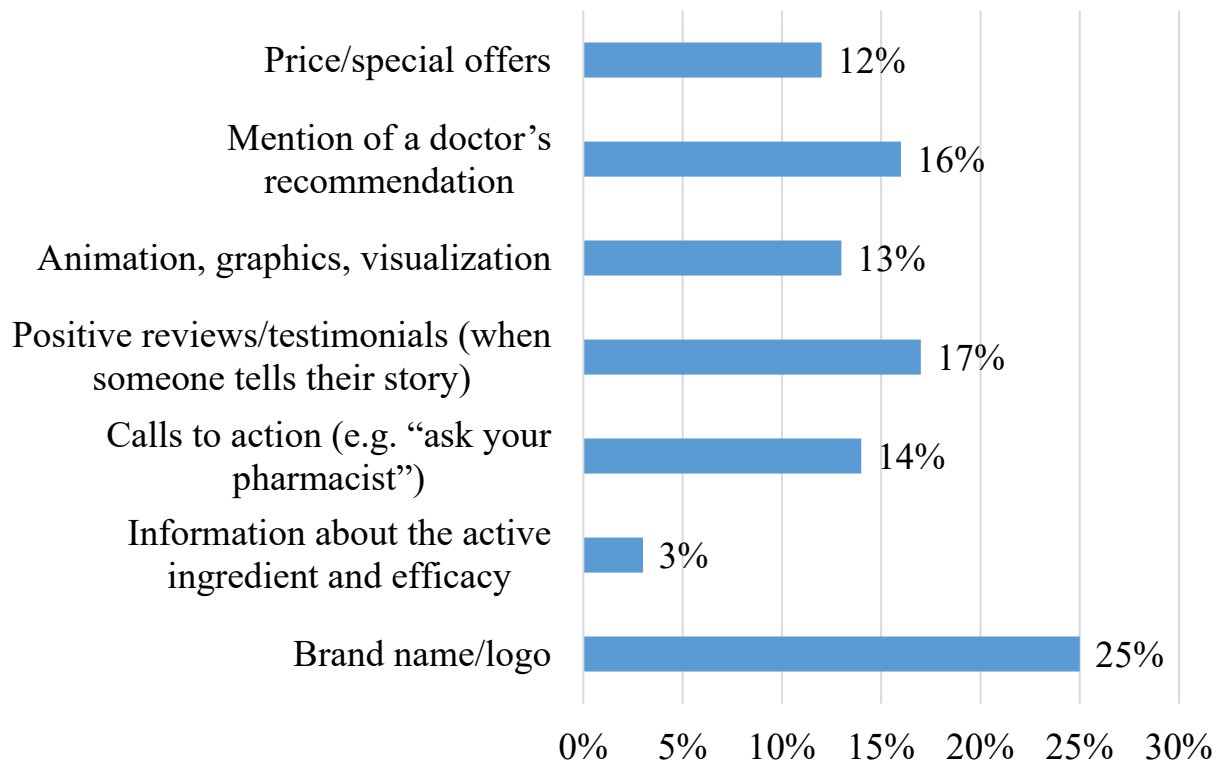


Fig. 2.14. Analysis of the most influential elements of pharmaceutical advertising

The next stage of our work was to analyze the consumer trust rating of pharmaceutical advertising (Fig. 2.15). According to the survey results, it was determined that consumer trust in pharmaceutical advertising is polarized, with high percentages at both the low and high ends of the scale. The highest percentage of respondents, 30%, assigned a rating of 4, indicating a relatively high level of trust. Following closely, 24% of the participants gave the highest possible score of 5 (completely trusting), demonstrating that over half of the consumers surveyed (54%) generally trust pharmaceutical advertisements. However, a significant portion of the sample expressed distrust: 20% rated their trust at the lowest level, 1 (not at all trusting), while another 14% gave a rating of 2. The findings establish that the middle ground is the least common position, with only 12% of respondents assigning a score of 3. This suggests that consumers are clearly divided into groups of high-trust and low-trust when it comes to pharmaceutical advertising.

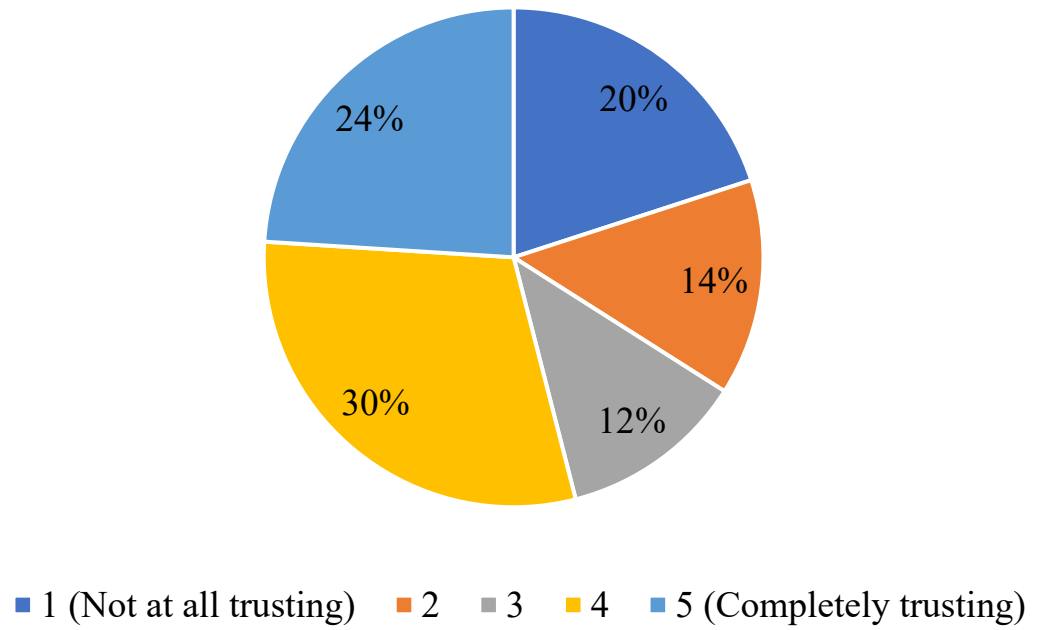


Fig. 2.15. Analysis of the consumer trust rating of pharmaceutical advertising

The study analyzed the impact of advertising on purchasing a new pharmaceutical brand (Fig. 2.16).

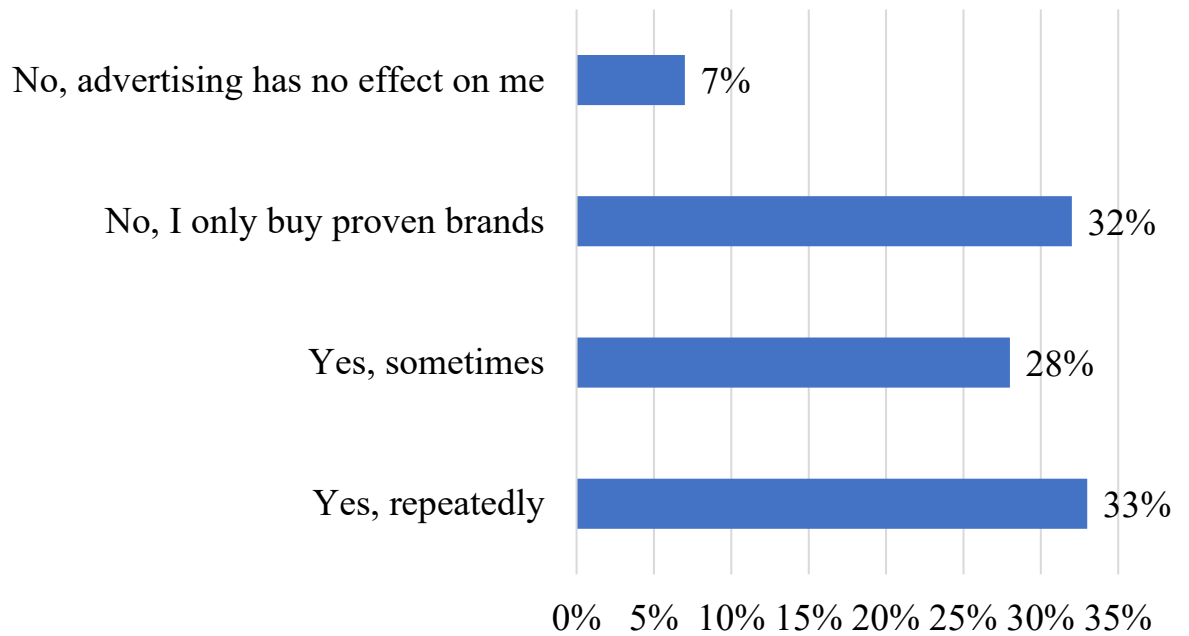


Fig. 2.16. Analysis of impact of advertising on purchasing a new pharmaceutical brand

According to the survey results, it was determined that pharmaceutical advertising successfully prompts a majority of consumers to purchase a new, previously unproven brand. Specifically, 33% of respondents stated that advertising has led them to purchase a new brand repeatedly, while another 28% reported that it has led them to do so sometimes.

This means that a total of 61% of the sample have been swayed by advertising to try a new pharmaceutical product. Conversely, 32% of participants indicated that they only buy proven products, regardless of advertising. A smaller segment of 7% explicitly stated that advertising has no impact on their decision to purchase a new brand.

The study analyzed the information consumers desire most in pharmaceutical brand advertising (Fig. 2.17).

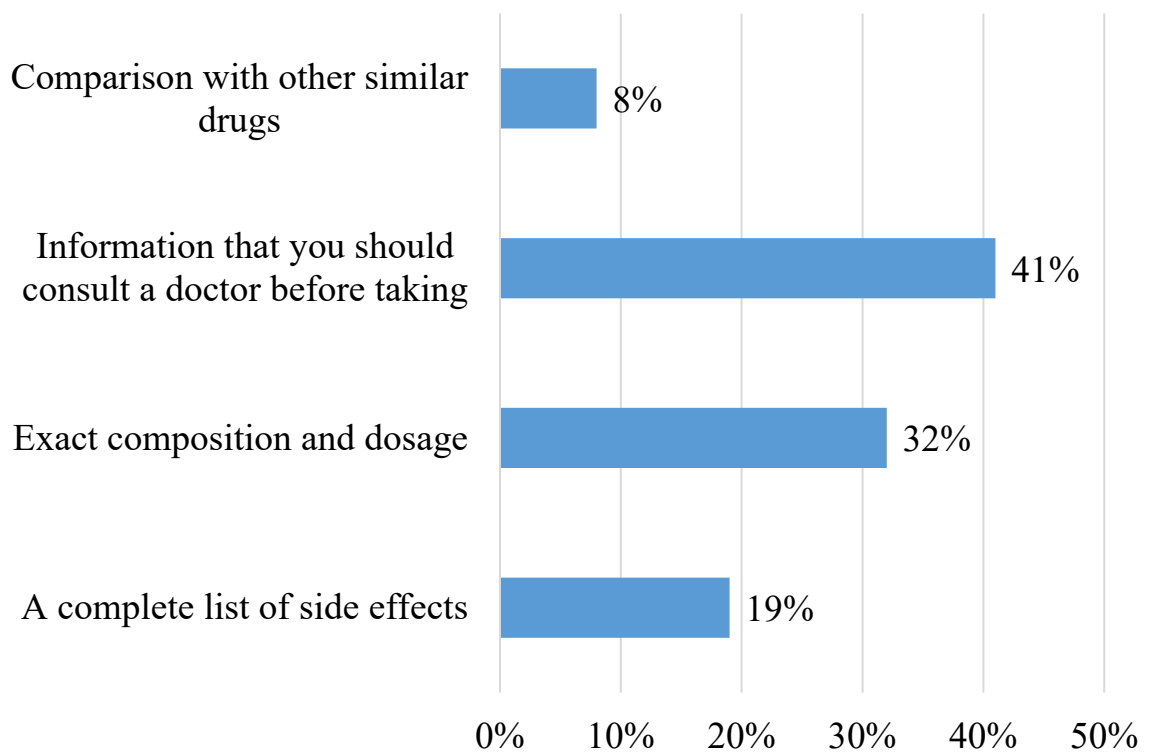


Fig. 2.17. Analysis of the information consumers desire most in pharmaceutical brand advertising

It was established that consumers prioritize information that directly addresses efficacy and personal safety in pharmaceutical advertising. The most desired piece

of information is the information that you should consult a doctor or pharmacist, which was selected by the largest group at 41%, highlighting a strong focus on professional consultation. The second most important factor is the exact composition and effect of the drug, desired by 32% of the respondents, indicating a preference for clear, detailed product knowledge.

The findings show that a complete list of side effects is also a key concern for consumers, with 19% of the sample requesting this. The least desired information is a comparison with other similar drugs, which was selected by only 8% of the participants.

Conclusions to chapter II

1. It was established that while investment in TV advertising for pharmaceutical brands saw a decrease in the first half of 2025 (–11.0% in volume and –5.3% in EqGRP for the pharmaceutical segment), this downturn was primarily attributed to market turbulence, including price regulation reform. The expectation is a recovery in advertising budgets, acknowledging the persistent high priority Ukrainians place on health, which creates a stable promotional field. Domestic companies, such as Farmak, remained the leaders in TV advertising activity.

2. As a result of the study, it was revealed that consumer surveys highlight the significant role of advertising, with 61% of respondents reporting they have purchased a new, unproven brand due to advertising influence. Furthermore, a majority (59%) find advertising to be at least moderately influential in their purchase decisions, despite a polarized trust rating.

3. It was found that while television is the primary platform where consumers notice pharmaceutical advertising (25%), personal influence is more critical for choice, with doctor's advice (37%) and pharmacist's advice (24%) being the most significant sources.

4. The analysis showed that the most influential elements of the advertising itself are the brand name/logo (25%), followed by positive reviews/testimonials (17%) and the mention of a doctor's recommendation (16%).

Crucially, consumers' desired information is focused on safety and efficacy, with the highest demand for the mandatory "consult a doctor or pharmacist" statement (41%) and information on the exact composition and effect of the drug (32%). This demonstrates that effective pharmaceutical advertising must prioritize professional endorsement and clinical transparency over simple product promotion.

CHAPTER III

WAYS TO IMPROVE THE EFFICIENCY OF ADVERTISING CAMPAIGNS OF PHARMACEUTICAL BRANDS

3.1. Development of recommendations for improving advertising strategies of pharmaceutical brands

The pharmaceutical industry operates within a uniquely complex and highly regulated environment, where advertising strategies must navigate the twin demands of commercial success and profound ethical responsibility. Traditional advertising models, which heavily relied on face-to-face detailing with Healthcare Professionals and mass-media Direct-to-Consumer campaigns, are proving insufficient in the face of digital transformation, heightened patient empowerment, and increasing scrutiny over drug pricing and transparency. To significantly improve advertising strategies, pharmaceutical brands must adopt an omnichannel, patient-centric, and data-driven approach, while simultaneously elevating their commitment to unassailable ethical compliance and educational value. This paper outlines key recommendations focused on shifting from a product-selling mindset to one centered on disease state education, value demonstration, and trusted engagement across multiple stakeholder groups [5].

The first crucial area for improvement lies in modernizing distribution and content strategy. The contemporary patient and the time-constrained HCP no longer rely on a single source of information; they engage with multiple touchpoints in a non-linear journey. Therefore, pharmaceutical advertising must move beyond fragmented campaigns toward a truly omnichannel engagement strategy [1].

A fragmented approach (using digital ads, email, and sales reps in silos) must be replaced by a cohesive, integrated omnichannel model. This requires centralizing data to track individual HCP and patient journeys across all touchpoints (digital, print, in-person). The goal is to ensure that messaging is consistent, relevant, and flows seamlessly. For example, a digital banner ad seen by an HCP should reinforce, not repeat, the clinical data they received in a recent email or from a sales

representative, creating a cumulative, non-redundant educational experience. This seamless integration requires significant investment in Customer Relationship Management and data analytics platforms that can synthesize behavioural and prescribing data to inform the next best action [8].

Leverage Advanced Data Analytics for Hyper-Personalization is important. Generic "spray and pray" advertising wastes resources and diminishes brand credibility. Improved strategies demand leveraging Artificial Intelligence and Machine Learning to process Real-World Evidence, prescribing patterns, and digital engagement metrics. This data should be used to achieve hyper-personalization in two key areas: personalize content based on an HCP's specialty, volume of patients with a specific disease, preferred communication channel (e-mail, webinar, or in-person), and known information gaps. An oncologist in a research-heavy facility needs different data (e.g., phase 3 trial sub-analysis) than a general practitioner (e.g., dosing and administration protocols). While respecting stringent privacy regulations, personalization should focus on disease state education relevant to the patient's stage of awareness or treatment journey. This is achieved through geo-targeting, content consumption data, and leveraging first-party data (e.g., on-site behaviour) to deliver educational content that addresses their specific pain points (e.g., symptoms, side effect management, or insurance navigation) [11].

Next recommendation is prioritizing Digital Channels and High-Impact Content Formats. Advertising budgets must reflect the reality that both patients and HCPs are increasingly digital-first. This entails: search Engine Optimization (SEO) and Pay-Per-Click. Focus on health-information searches to establish the brand as a credible source of disease state information, not just product promotion. Utilize short, engaging videos to explain complex mechanisms of action (for HCPs) or simplified disease information and patient testimonials (for consumers). Video has a higher retention rate and is critical for both medical education and building emotional connection. Engage HCPs on platforms like LinkedIn or specialized medical communities with robust, evidence-based content, fostering peer-to-peer scientific exchange rather than overt advertising [15].

Given the sector's impact on public health, the most critical area for improvement is moving from merely compliant advertising to demonstrably ethical and transparent communication. This builds the foundational trust necessary for any commercial success in healthcare [9].

Pharmaceutical advertising must proactively embrace full transparency, rather than merely complying with the letter of the law. This involves balanced risk and benefit communication. Ensure that all advertisements, especially DTC campaigns, present risks, side effects, and contraindications with equal prominence, clarity, and visual impact as the benefits. The presentation of safety information should be clear and accessible, avoiding rapid-fire disclaimers or tiny, unreadable text. Address the growing public concern over cost. Where permissible, advertising should clearly articulate the value proposition not just in clinical terms (efficacy/safety), but also in economic terms (e.g., long-term cost-effectiveness or reduction in hospitalizations) and quality-of-life terms. For patients, this could include clear guidance on patient assistance programs or co-pay relief [24].

Redefine the role of key opinion leaders and influencers. While engaging thought leaders is vital, the approach must be strictly ethical. Focus on scientific exchange. KOL engagement should be centered on authentic scientific discussion, clinical trial interpretation, and medical education, not direct promotion. Any financial relationship must be explicitly and publicly disclosed to maintain credibility. For patient-facing campaigns, strictly avoid using non-medical "influencers" to promote prescription drugs. Instead, partner with patient advocacy groups and certified medical professionals who can provide genuine, expert, and balanced information, fully disclosing their affiliation with the brand [17].

Implement robust internal training and vetting protocols. Advertising improvements are undermined by human error in compliance. Brands must: mandatory, continuous training. Institute mandatory, frequent training for all marketing, sales, and medical affairs personnel on global and local advertising regulations. Invest in AI-driven tools to pre-screen all marketing materials for

regulatory and compliance violations before they reach human review, significantly reducing risk and speeding up time-to-market for approved content [7].

3.2. Substantiation of criteria for assessing the effectiveness of advertising campaigns in the pharmaceutical industry

The measurement of advertising effectiveness within the pharmaceutical industry presents a unique and multifaceted challenge, given the sector's regulatory complexity, the long conversion cycle from awareness to prescription, and the fundamental intermediary role played by healthcare professionals. Unlike typical consumer packaged goods where effectiveness can be narrowly defined by immediate sales volume, pharmaceutical advertising campaigns must satisfy a dual imperative: achieving commercial objectives while demonstrating a positive impact on public health outcomes and maintaining strict ethical and legal compliance. Therefore, the criteria for assessment must be robust, multi-layered, and clearly substantiated to reflect this distinct environment. The substantiation of these criteria is rooted in a layered model of assessment, moving sequentially from compliance and reach through engagement and mindshare to the ultimate metric of behavioral and clinical impact [11].

Firstly, the foundation of any evaluation must rest on regulatory and ethical compliance metrics. In an industry governed by strict bodies such as the FDA and EMA, failure in compliance renders all other metrics irrelevant, as it can lead to massive fines, reputational damage, and the withdrawal of marketing approval. Criteria here must be binary and auditable: zero instances of off-label promotion, 100% adherence to adverse event reporting requirements, and demonstrable balance in the presentation of risks versus benefits across all campaign materials. Beyond legal adherence, ethical transparency serves as a soft, but crucial, criterion, measured by third-party audits of disclosure practices, particularly concerning key opinion leader (KOL) compensation and data sourcing. The substantiation for these criteria is the maintenance of the company's 'licence to operate' and the preservation of critical trust with both prescribers and patients [27].

Secondly, effectiveness must be assessed through reach and attention metrics, which evaluate the campaign's success in penetrating the target audience. Due to highly fragmented digital and traditional media landscapes, simple gross rating points are insufficient. More sophisticated criteria, often driven by digital data, are required. For healthcare professional campaigns, this includes targeted reach (the percentage of high-value prescribers reached, verified through specialized HCP databases) and frequency capping efficacy (ensuring optimal exposure without annoyance, measured by analyzing impression data against defined thresholds). For direct-to-consumer campaigns, key criteria include share of voice within disease state conversation and qualified website traffic, specifically measuring the number of visitors who navigate to educational or prescribing information pages, indicating serious intent beyond mere curiosity. The substantiation here is that advertising cannot be effective if it fails to cut through the noise and land accurately with the intended, high-potential audiences — both the prescriber and the motivated patient [15].

The third and most critical layer is engagement and mindshare effectiveness. This moves beyond who saw the ad to what they thought and did immediately afterward. For HCPs, key substantiation criteria include content utility scores, measured through embedded micro-surveys gauging whether the content improved their clinical knowledge or influenced a prescribing decision (e.g., "Did this information prompt you to review the latest guidelines?"). Another crucial metric is digital engagement quality, which tracks interactions such as time spent on clinical landing pages, document downloads (e.g., full prescribing information), and attendance at educational webinars. For patients, the criteria focus on brand and disease awareness uplift and action intention, measured via pre- and post-campaign tracking studies that determine the likelihood of a patient asking their doctor about the advertised condition or treatment. These metrics substantiate the ad's power to shift perception and establish the brand's scientific credibility or patient empathy [20].

Finally, the ultimate measure of effectiveness is the behavioral and clinical impact. While correlation does not equal causation, advanced analytic models allow for the substantiation of a campaign's ultimate goal: market performance and patient welfare. Prescription lift and market share growth remain essential commercial criteria, but must be refined using attribution modeling that attempts to isolate the advertising's impact from that of sales forces, peer influence, and competitor activity. Critically, effectiveness should be defined by criteria that align with better patient outcomes, such as adherence rates (tracking whether patients exposed to the campaign are more likely to refill prescriptions) and, where possible, patient-reported outcome improvements as measured in post-market surveillance studies linked to patient support programs referenced in the advertising. By substantiating effectiveness with these higher-tier outcomes, the pharmaceutical brand can prove its advertising is not only commercially successful but also a contributing factor to improved public health metrics, thus fulfilling its unique mandate in the broader healthcare system [6].

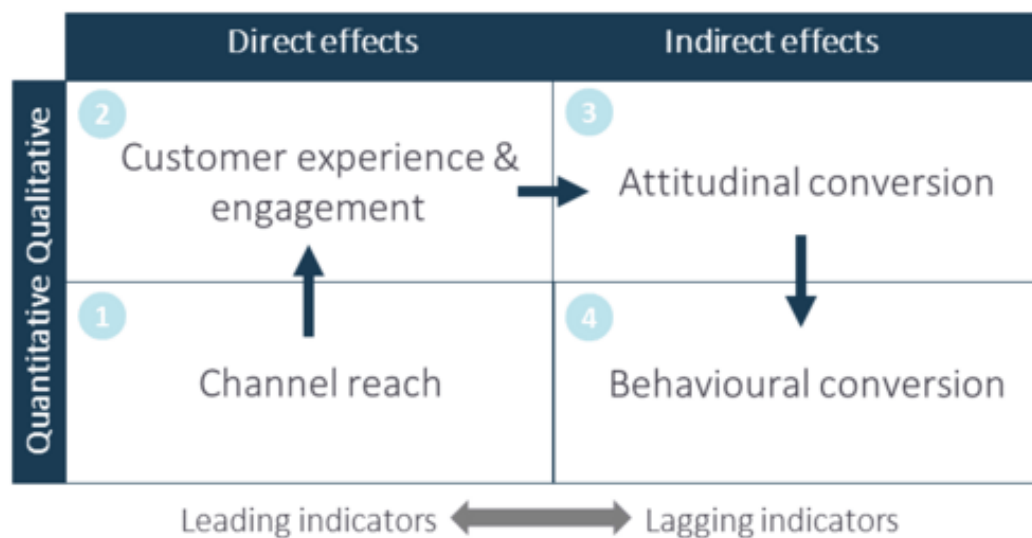


Fig. 3.1. Criteria for assessing the effectiveness of advertising campaigns in the pharmaceutical industry

Conclusions to chapter III

1. Recommendations for improving advertising strategies of pharmaceutical brands have been developed.
2. Substantiation of criteria for assessing the effectiveness of advertising campaigns in the pharmaceutical industry was conducted.

GENERAL CONCLUSIONS

1. The essence, functions and main types of advertising as a tool for product promotion was investigated.
2. The features of the pharmaceutical market and the specifics of advertising of medicines were analyzed.
3. It was established that while investment in TV advertising for pharmaceutical brands saw a decrease in the first half of 2025 (–11.0% in volume and –5.3% in EqGRP for the pharmaceutical segment), this downturn was primarily attributed to market turbulence, including price regulation reform. The expectation is a recovery in advertising budgets, acknowledging the persistent high priority Ukrainians place on health, which creates a stable promotional field. Domestic companies, such as Farmak, remained the leaders in TV advertising activity.
4. As a result of the study, it was revealed that consumer surveys highlight the significant role of advertising, with 61% of respondents reporting they have purchased a new, unproven brand due to advertising influence. Furthermore, a majority (59%) find advertising to be at least moderately influential in their purchase decisions, despite a polarized trust rating.
5. It was found that while television is the primary platform where consumers notice pharmaceutical advertising (25%), personal influence is more critical for choice, with doctor's advice (37%) and pharmacist's advice (24%) being the most significant sources.
6. The analysis showed that the most influential elements of the advertising itself are the brand name/logo (25%), followed by positive reviews/testimonials (17%) and the mention of a doctor's recommendation (16%). Crucially, consumers' desired information is focused on safety and efficacy, with the highest demand for the mandatory "consult a doctor or pharmacist" statement (41%) and information on the exact composition and effect of the drug (32%). This demonstrates that effective pharmaceutical advertising must prioritize professional endorsement and clinical transparency over simple product promotion.

7. Recommendations for improving advertising strategies of pharmaceutical brands have been developed.

8. Substantiation of criteria for assessing the effectiveness of advertising campaigns in the pharmaceutical industry was conducted.

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APPENDICES

Questionnaire
***to analyze the existing human resources management system in a
pharmaceutical company***

1. Your gender:

- ☐ Male
- ☐ Female

2. Your age:

- ☐ 18–25 years
- ☐ 26–35 years
- ☐ 36–45 years
- ☐ 46–55 years
- ☐ 56 years and older

3. Your level of education:

- ☐ Secondary/Special secondary
- ☐ Incomplete higher education
- ☐ Higher education
- ☐ Two or more higher educations

4. How often do you buy over-the-counter medicines (e.g. cold remedies, painkillers, vitamins)?

- ☐ Several times a month
- ☐ Once a month
- ☐ Several times every six months
- ☐ Once every six months or less

5. Which source of information is the most reliable for you regarding over-the-counter medicines? (Choose ONE answer)

- ☐ Doctor's advice
- ☐ Pharmacist's advice
- ☐ Friends/relatives' advice
- ☐ Advertising (TV, Internet, press)
- ☐ Personal experience / Home medicine cabinet
- ☐ Other (please specify: _____)

6. Where do you most often see advertising for pharmaceutical brands? (Choose ALL that apply)

- ☐ Television
- ☐ Social networks (Facebook, Instagram, TikTok)
- ☐ YouTube (video advertising)
- ☐ Search engines (Google, through search advertising)
- ☐ Specialized medical sites/portals
- ☐ Radio
- ☐ I don't notice advertising

Continuation app. A

7. To what extent does advertising for over-the-counter drugs influence your purchasing decision?

- ☐ Not at all
- ☐ Minimally influential
- ☐ Moderately influential (e.g. creates initial awareness)
- ☐ Significantly influential (e.g. forms a clear choice)

8. Which elements of pharmaceutical brand advertising attract your attention the most? (Select ALL that apply)

- ☐ Brand name/logo
- ☐ Information about the active ingredient and efficacy
- ☐ Calls to action (e.g. “ask your pharmacist”)
- ☐ Positive reviews/testimonials (when someone tells their story)
- ☐ Animation, graphics, visualization
- ☐ Mention of a doctor’s recommendation
- ☐ Price/special offers

9. Rate your trust in pharmaceutical brand advertising on a scale of 1 to 5, where 1 is “Not at all trustworthy” and 5 is “Completely trustworthy.”

- ☐ 1 (Not at all trusting)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Completely trusting)

10. Has advertising persuaded you to buy a brand that you were not previously aware of?

- ☐ Yes, repeatedly
- ☐ Yes, sometimes
- ☐ No, I only buy proven brands
- ☐ No, advertising has no effect on me

11. What information do you think advertising for pharmaceutical brands should necessarily contain? (Select ALL that apply)

- ☐ A complete list of side effects
- ☐ Exact composition and dosage
- ☐ Information that you should consult a doctor before taking
- ☐ Comparison with other similar drugs

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
COMMUNAL INSTITUTION OF HIGHER EDUCATION
"RIVNE MEDICAL ACADEMY" OF RIVNE REGION COUNCIL
ACADEMY OF SILESIA (POLAND)
TERNOPIL VOLODYMYR HNATIUK NATIONAL PEDAGOGICAL UNIVERSITY

COLLECTION OF ABSTRACTS
V All-Ukrainian Scientific and Practical
Conference with international participation

**«Research priority areas in scientific and
educational activities:
problems and prospects»**

October 23-24, 2025



RIVNE 2025

FEATURES OF THE PHARMACEUTICAL MARKET AND THE SPECIFICS OF ADVERTISING OF MEDICINES

Malyi Volodymyr Valentinovich

Doctor of Pharm.Sc., Professor, Head of the Department of Management, Marketing
and Quality Assurance in Pharmacy of the National University of Pharmacy

Bondarieva Iryna Vasylivna

Candidate of Pharm.Sc., Associate Professor, Associate Professor of the Department
of Management, Marketing and Quality Assurance in Pharmacy of the National
University of Pharmacy

Annang Dede Emmanuella

6th year higher education student in specialty "Pharmacy"

Relevance. In today's globalized market, the pharmaceutical sector holds a unique and critical position. It is one of the most complex and highly regulated sectors of the global economy, playing a crucial role in safeguarding public health by providing access to life-saving and life-improving medicines. At the same time, it is a multi-billion-dollar industry where scientific research, business interests, and ethical considerations intersect. Understanding the defining features of this market—such as its research-intensive nature, high regulation, intellectual property protection, the involvement of multiple stakeholders, and the underlying ethical tension between profit and public health duty—is essential. Furthermore, the advertising of medicines demands specific study due to its direct impact on human health, requiring a balance of accurate information, ethical promotion, and strict legal adherence. Therefore, studying the features of the pharmaceutical market and the specifics of medicine advertising is essential for both healthcare professionals and consumers to ensure the responsible development, promotion, and utilization of pharmaceuticals.

The purpose of the work is to study features of the pharmaceutical market and the specifics of advertising of medicines.

Obtained results. The pharmaceutical market is one of the most complex and highly regulated sectors of the global economy. It plays a crucial role in safeguarding public health by providing access to life-saving and life-improving medicines. At the same time, it represents a multi-billion-dollar industry where scientific research, business interests, and ethical considerations intersect. Understanding the features of this market and the specifics of medicine advertising is essential for both healthcare professionals and consumers. One of the defining characteristics of the pharmaceutical market is its high level of regulation. Unlike most consumer goods, medicines are subject to strict legal control at every stage of their lifecycle: from research and development to clinical trials, approval, distribution, and promotion. This regulation ensures that drugs are safe, effective, and of high quality before reaching the market. Another important feature is the research-intensive nature of the industry. Pharmaceutical companies invest heavily in research and development (R&D), often spending billions of dollars and many years to create a single new drug. Clinical trials are lengthy, costly, and risky, with only a small percentage of potential drugs

successfully reaching commercialization. This contributes to the high cost of many medicines, which in turn shapes market dynamics and accessibility. The pharmaceutical market is also characterized by intellectual property protection, especially through patents. Patents allow companies to exclusively produce and sell a new drug for a limited period, usually 20 years. This exclusivity helps companies recoup their R&D investments but can also lead to high prices and limited access for patients. After patents expire, generic medicines enter the market, increasing competition and lowering costs. A further specific feature is the involvement of multiple stakeholders. Unlike typical consumer markets where buyers and sellers directly interact, the pharmaceutical market involves healthcare professionals, regulatory authorities, insurance companies, wholesalers, pharmacies, and patients. Doctors and pharmacists often influence purchasing decisions more than patients themselves, especially for prescription-only medicines. Finally, the pharmaceutical market is affected by ethical and social responsibility issues. The tension between profit-making and the duty to improve public health creates constant debate. Companies must balance commercial goals with the ethical obligation to ensure affordability, transparency, and equitable access to medicines. Advertising in the pharmaceutical sector differs significantly from other industries because of its direct impact on human health. For this reason, most countries impose strict rules on how medicines can be promoted. Regulations vary, but the general goal is to ensure that advertising is accurate, evidence-based, and not misleading.

One major distinction lies in the segmentation of advertising into prescription drugs and over-the-counter medicines. In many countries, direct-to-consumer advertising of prescription drugs is either heavily restricted or outright prohibited. Instead, promotional activities are usually directed at healthcare professionals through medical journals, conferences, and sales representatives. These interactions must adhere to ethical standards, avoiding undue influence on medical decision-making.

Over-the-counter medicines, on the other hand, are more widely advertised to the general public. Advertisements for OTC drugs must be clear, scientifically supported, and must not exaggerate effectiveness or downplay possible side effects. Governments often require disclaimers, such as “consult your doctor” or “read the instructions before use,” to encourage safe self-medication practices.

Another specific feature of pharmaceutical advertising is the balance between information and promotion. Unlike typical product advertisements that focus on emotional appeal, drug promotion must provide factual details about dosage, indications, contraindications, and potential risks. However, companies still use marketing strategies such as branding, slogans, and imagery to build trust and recognition. Digital technologies have also transformed the landscape of pharmaceutical advertising. Companies increasingly use online platforms, social media, and targeted campaigns to reach both professionals and patients. While these tools allow for broader outreach, they also raise new regulatory challenges related to misinformation, data privacy, and ethical responsibility.

Finally, pharmaceutical advertising must consider cultural and social factors. Perceptions of health, illness, and medical treatment differ across regions, influencing how drugs are promoted. Successful campaigns often integrate educational elements,

raising awareness about diseases and prevention, while carefully adhering to local legal frameworks. The pharmaceutical market stands apart from other industries due to its heavy reliance on research, strict regulation, and ethical significance. Its features — such as intellectual property protection, multiple stakeholders, and the balance between innovation and affordability shape its unique dynamics. Similarly, the advertising of medicines is subject to special rules designed to protect public health. Unlike traditional consumer advertising, pharmaceutical promotion must prioritize factual accuracy, patient safety, and ethical responsibility.

In today's world, where new drugs and technologies emerge rapidly, the importance of responsible marketing and transparent communication is greater than ever. The pharmaceutical market will continue to evolve, but its central challenge will remain the same: ensuring that life-saving medicines are not only innovative but also accessible and responsibly promoted.

Conclusions. The study of the pharmaceutical market and the specifics of medicine advertising yields the following conclusions:

1. The pharmaceutical market is fundamentally distinct from other industries, characterized by its extreme complexity and high level of regulation at every stage of the product lifecycle. Defining features include heavy, costly, and high-risk investment in Research and Development (R&D), protection of innovation through patents, and the involvement of multiple stakeholders (regulators, doctors, insurers, patients) who influence purchasing decisions.
2. Strict legal control is paramount in this sector, ensuring that all medicines are proven to be safe, effective, and of high quality before reaching the consumer. This regulation is a critical factor in shaping market dynamics and accessibility, especially concerning the high cost of patented medicines.
3. The market operates under a constant ethical tension between commercial goals (profit-making) and the social responsibility to improve public health and ensure equitable access and affordability of medicines.
4. Pharmaceutical advertising is subject to specialized rules designed primarily to protect public health. It must prioritize factual accuracy, evidence-based content, and patient safety over typical consumer-product promotional strategies.
5. Advertising efforts are strictly segmented: Direct-to-Consumer (DTC) promotion for prescription drugs is heavily restricted or prohibited in many countries, focusing instead on healthcare professionals, while Over-The-Counter (OTC) medicine advertising is more widespread but requires clear, scientifically supported data and mandated disclaimers.
6. As new drugs and digital technologies rapidly emerge, the central, ongoing challenge for the pharmaceutical market will remain the same: ensuring that life-saving medicines are not only innovative and accessible but also ethically and responsibly promoted to maintain public trust and safety.



КЗВО «РІВНЕНСЬКА МЕДИЧНА АКАДЕМІЯ»

СЕРТИФІКАТ УЧАСНИКА

Реєстраційний номер № 2/1227/0040-2025

Організаційний комітет підтверджує, що **Аннанд Деде Еммануела**

брав/-ла участь у роботі V Всеукраїнської науково-практичної конференції з міжнародною участю «Пріоритетні напрями досліджень в науковій та освітній діяльності: проблеми та перспективи»

Кількість годин: 8 годин

23-24 жовтня 2025 року

Форма участі: Публікація тез

Ректор

КЗВО "Рівненська медична академія"

Роман ШУСТИК






National University of Pharmacy

Faculty pharmaceutical

Department management, marketing and quality assurance in pharmacy

Level of higher education master

Specialty 226 Pharmacy, industrial pharmacy

Educational and professional program Pharmacy

APPROVED

**The Head of Department
management, marketing and
quality assurance in pharmacy**

Volodymyr MALYI

«01» September 2025

**ASSIGNMENT
FOR QUALIFICATION WORK
OF AN APPLICANT FOR HIGHER EDUCATION**

Emmanuella Dede ANNANG

1. Topic of qualification work: «Research on advertising of pharmaceutical brands in the media»,
supervisor of qualification work: Volodymyr MALYI, D.Sc.Ph, prof.

approved by order of NUPh from “31” of March 2025 № 81

2. Deadline for submission of qualification work by the applicant for higher education: November 2025

3. Outgoing data for qualification work: sources of scientific literature, directories, retail sector of the pharmaceutical market, legislative and regulatory framework, statistical and reporting data, activity of pharmacy enterprises, analysis of professional periodicals.

4. Contents of the settlement and explanatory note (list of questions that need to be developed): to investigate the essence, functions and main types of advertising as a tool for product promotion in order to reveal its role in the marketing mix; to analyze the features of the pharmaceutical market and the specifics of advertising of medicines in order to reveal the main requirements and limitations that regulate advertising activities in this area; to investigate modern advertising strategies of pharmaceutical companies in order to reveal their approaches to positioning and promoting brands in the market; to analyze the impact of advertising of pharmaceutical brands on consumer behavior in order to reveal the psychological mechanisms of perception of advertising messages and their influence on making a purchase decision; to develop recommendations for improving advertising strategies of pharmaceutical brands in order to increase their effectiveness and compliance with modern challenges of the media space; to substantiate the criteria for assessing the effectiveness of advertising campaigns in the pharmaceutical industry in order to develop a system for monitoring and controlling the results of advertising activities.

5. List of graphic material (with exact indication of the required drawings):
Figures – 21, tables – 4.

6. Consultants of chapters of qualification work

Chapters	Name, SURNAME, position of consultant	Signature, date	
		assignment was issued	assignment was received
1	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	01.09.2025	01.09.2025
2	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	30.09.2025	30.09.2025
3	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	15.10.2025	15.10.2025

7. Date of issue of the assignment: «01» September 2025.

CALENDAR PLAN

№ з/п	Name of stages of qualification work	Deadline for the stages of qualification work	Notes
1	Collection and generalization of data from scientific literature by areas of qualification work	September 2025	done
2	Study of the theoretical basis of advertising of pharmaceutical brands	September 2025	done
3	Analysis of advertising strategies of pharmaceutical companies in the modern market	September 2025	done
4	Research on the impact of pharmaceutical brand advertising on consumers	September 2025	done
5.	Development of recommendations for improving advertising strategies of pharmaceutical brands	October 2025	done
6	Writing and design of qualification work	October 2025	done
7	Approbation of qualification work	October 2025	done
8	Submission of the qualification work to the EC of the National University of Pharmacy	November 2025	done

An applicant of higher education _____ Emmanuella Dede ANNANG

Supervisor of qualification work _____ Volodymyr MALYI

ВИТЯГ З НАКАЗУ №81

По Національному фармацевтичному університету

від 31 березня 2025 року

Затвердити теми кваліфікаційних робіт здобувачам вищої освіти 5-го курсу першого циклу Фм21*(4,10д)англ-01 2025-2026 навчального року, освітньо-професійної програми – Фармація, другого (магістерського) рівня вищої освіти, спеціальності 226 – Фармація, промислова фармація, галузь знань 22 Охорона здоров'я, денна форма здобуття освіти (термін навчання 4 роки 10 місяців), які навчаються за контрактом (мова навчання англійська).

Прізвище, ім'я здобувача вищої освіти	Тема кваліфікаційної роботи		Посада, прізвище та ініціали керівника	Рецензент кваліфікаційної роботи
• по кафедрі менеджменту, маркетингу та забезпечення якості у фармації				
Аннанг Еммануелла Деде	Дослідження реклами фармацевтичних брендів у медіа	Research on advertising of pharmaceutical brands in the media	проф. Малий В.В.	доц. Волкова А.В.

Ректор
Вірно. Секретар



ВИСНОВОК
експертної комісії про проведену експертизу
щодо академічного плагіату у кваліфікаційній роботі
здобувача вищої освіти
«11» листопада 2025 р. № 332603506

Проаналізувавши кваліфікаційну роботу здобувача вищої освіти АННАНГ Еммануелла Деде, групи ФМ21*(4,10д)-01, спеціальності 226 Фармація, промислова фармація, освітньої програми «Фармація» очної (денної) форми навчання на тему: «Дослідження реклами фармацевтичних брендів у медіа / Research on advertising of pharmaceutical brands in the media», експертна комісія дійшла висновку, що робота, представлена до Екзаменаційної комісії для захисту, виконана самостійно і не містить елементів академічного плагіату (копіляції).

Голова комісії,
проректор ЗВО з НІР,
професор



Наталя ПОЛОВКО

REVIEW

of scientific supervisor for the qualification work of the master's level of higher education of the specialty 226 Pharmacy, industrial pharmacy

Emmanuella Dede ANNANG

on the topic: «Research on advertising of pharmaceutical brands in the media»

Relevance of the topic. In today's rapidly changing business environment, advertising in the media is one of the key mechanisms for influencing the target audience, but its effectiveness and legal aspects require careful study. The study will identify current trends and develop optimal strategies that meet ethical standards and legislative requirements, as well as consider the specifics of the industry.

Practical value of conclusions, recommendations and their validity. The results obtained can be used by pharmaceutical companies and advertising agencies to develop and implement effective advertising strategies.

Assessment of work. Emmanuella Dede ANNANG conducted a significant research work and successfully coped with it, showed the ability to analyze and summarize data from literary sources, to work independently. In the work, the research results are properly interpreted and illustrated with figures. While completing the qualification work, the higher education applicant showed creativity, purposefulness, independence, and perseverance.

General conclusion and recommendations on admission to defend. The qualification work of the 6th year applicant of higher education Phm21*(4,10)eng-01 group Emmanuella Dede ANNANG on the topic: "Research on advertising of pharmaceutical brands in the media" is a completed scientific study, which in terms of relevance, scientific novelty, theoretical and practical significance meets the requirements for qualification works, and can be presented to the EC of the National University of Pharmacy.

Scientific supervisor

Volodymyr MALYI

12 November 2025

REVIEW

for qualification work of the master's level of higher education, specialty 226 Pharmacy, industrial pharmacy

Emmanuella Dede ANNANG

on the topic: «Research on advertising of pharmaceutical brands in the media»

Relevance of the topic. The intensive development of digital technologies and social media is changing traditional approaches to advertising. Companies are forced to adapt their strategies to reach audiences through new channels such as the Internet, social networks and mobile applications. This requires an in-depth analysis of the effectiveness of each media channel

Theoretical level of work. The author has described definition and essence of advertising as a tool for promoting a product.

Author's suggestions on the research topic. The author has developed practical recommendations for to improve the efficiency of advertising campaigns of pharmaceutical brands.

Practical value of conclusions, recommendations and their validity. The results of the study have practical significance and can be used to for improving advertising strategies of pharmaceutical brands.

Disadvantages of work. As a remark, it should be noted that some results of the literature review, which are presented in the first chapter, need stylistic refinement. In general, these remarks do not reduce the scientific and practical value of the qualification work.

General conclusion and assessment of the work. Emmanuella Dede ANNANG qualification work "Research on advertising of pharmaceutical brands in the media" is a scientifically based analytical study that has theoretical and practical significance. The qualification work meets the requirements for qualification papers and can be submitted to the EC of the National University of Pharmacy.

Reviewer _____ assoc. prof. Alina VOLKOVA
13 November 2025

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ
ВИТЯГ З ПРОТОКОЛУ № 5**

14 листопада 2025 року

м. Харків

**засідання кафедри менеджменту, маркетингу
та забезпечення якості в фармації**

Голова: завідувач кафедри ММЗЯФ, доктор фарм. наук, професор
Малий В. В.

Секретар: доцент ЗВО, канд. фарм. наук, доц. Жадько С.В.

ПРИСУТНІ: зав. кафедри ММЗЯФ, доктор фарм. наук, проф.
Малий В.В., професор ЗВО, докт. фарм. наук, проф. Пестун І.В., професор ЗВО,
докт. фарм. наук, проф. проф. Літвінова О.В., професор ЗВО, докт. фарм. наук,
проф. проф. Коваленко С.М., професор ЗВО, докт. фарм. наук, проф. Крутських
Т.В., професор ЗВО, докт. фарм. наук, проф. проф. Посилкіна О.В., доцент ЗВО,
канд. фарм. наук, доц. Бабічева Г.С., доцент ЗВО, канд. фарм. наук, доц.
Бондарєва І.В., канд. екон. наук, доц. Деренська Я.М., доцент ЗВО, канд. фарм.
наук, доц. Жадько С.В., канд. фарм. наук, доц. Зборовська Т.В., канд. юрид. наук,
доц. Коляда Т.А., канд. фарм. наук, доц. доц. Лісна А.Г., доцент ЗВО, канд. фарм.
наук, доц. Малініна Н.Г., доцент ЗВО, канд. фарм. наук, доц. Рогуля О.Ю.,
здобувачі вищої освіти фармацевтичного факультету.

ПОРЯДОК ДЕННИЙ: Про допуск здобувачів вищої освіти випускного
курсу факультету фармацевтичного спеціальності 226 Фармація, промислова
фармація, освітньо-професійної програми Фармація до захисту кваліфікаційних
робіт в Екзаменаційній комісії НФаУ.

СЛУХАЛИ: Про допуск здобувача вищої освіти факультету
фармацевтичного випускного курсу спеціальності 226 Фармація, промислова
фармація освітньо-професійної програми Фармація групи Фм21*(4,10д)англ-01
Еммануелла Деде АННАНГ до захисту кваліфікаційної роботи в Екзаменаційній
комісії НФаУ. Кваліфікаційна робота на тему «Дослідження реклами
фармацевтичних брендів у медіа».

ВИСТУПИЛИ: В обговоренні кваліфікаційної роботи взяли участь
проф. ЗВО Пестун І.В., доц. ЗВО Бабічева Г.С. Керівник кваліфікаційної роботи:
проф., д. фарм. наук Малий В.В.

УХВАЛИЛИ: Допустити здобувача вищої освіти Еммануелла Деде
АННАНГ до захисту кваліфікаційної роботи на тему «Дослідження реклами
фармацевтичних брендів у медіа» в Екзаменаційній комісії НФаУ.

Зав. каф. ММЗЯФ, доктор фарм. наук,
професор

Володимир МАЛИЙ

Секретар, доцент ЗВО,
канд. фарм. наук, доцент

Світлана ЖАДЬКО

НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ

ПОДАННЯ ГОЛОВІ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ ЩОДО ЗАХИСТУ КВАЛІФІКАЦІЙНОЇ РОБОТИ

Направляється здобувач вищої освіти Еммануелла Деде АННАНГ до захисту кваліфікаційної роботи за галуззю знань 22 Охорона здоров'я спеціальністю 226 Фармація, промислова фармація освітньо-професійною програмою Фармація на тему: «Дослідження реклами фармацевтичних брендів у медіа».

Кваліфікаційна робота і рецензія додаються.

Декан факультету _____ / Олександр ГОНЧАРОВ /

Висновок керівника кваліфікаційної роботи

Здобувач вищої освіти Еммануелла Деде АННАНГ виконав на кафедрі менеджменту, маркетингу та забезпечення якості у фармації НФаУ кваліфікаційну роботу, яка присвячена дослідженню реклами фармацевтичних брендів у медіа.

Перший розділ присвячено дослідженню реклами як інструмент просування продукту та особливості фармацевтичного ринку та специфіка реклами лікарських засобів. У другому розділі проаналізовано рекламні стратегії фармацевтичних компаній на сучасному ринку. Третій розділ містить рекомендації щодо вдосконалення рекламних стратегій фармацевтичних брендів.

У цілому подана до захисту кваліфікаційна робота Еммануелла Деде АННАНГ на тему «Дослідження реклами фармацевтичних брендів у медіа» відповідає вимогам, що висуваються до кваліфікаційних робіт, оцінюється позитивно і може бути рекомендована для захисту в Екзаменаційну комісію НФаУ.

Керівник кваліфікаційної роботи

Володимир МАЛІЙ

12 листопада 2025 року

Висновок кафедри про кваліфікаційну роботу

Кваліфікаційну роботу розглянуто. Здобувач вищої освіти Еммануелла Деде АННАНГ допускається до захисту даної кваліфікаційної роботи в Екзаменаційній комісії.

Завідувач кафедри
менеджменту, маркетингу та
забезпечення якості у фармації

Володимир МАЛІЙ

14 листопада 2025 року

Qualification work was defended
of Examination commission on
«26» of November 2025

With the grade _____

Head of the State Examination commission,

D.Pharm.Sc, Professor

_____ /Volodymyr YAKOVENKO/