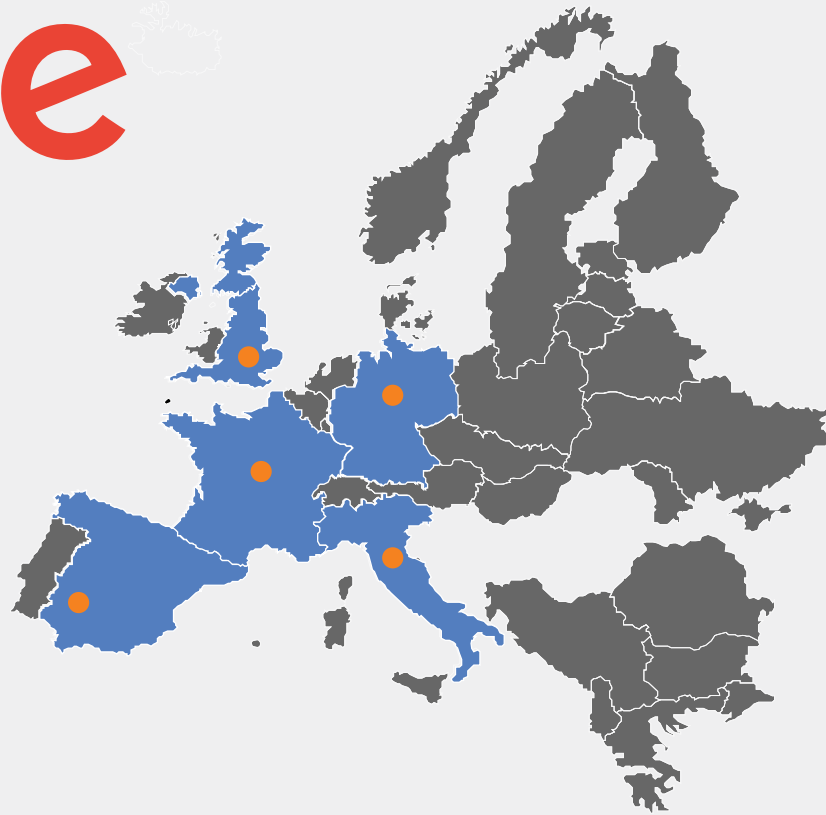


Google

AdWord campaign now extended and live in 5 major European countries



Following the educational grant from Google, ASOP EU and the EAASM have been developing five in-country educational campaigns to inform the public about the dangers of illegally operating pharmacies.

The campaigns are now live in France, Germany, Italy, Spain and the UK. But how do we know if they are truly effective? This can be measured as follows; firstly by the number of opportunities the public get to see the advertisement and secondly, how many people decide to click on the advertisement which takes them through to the educational website.

In broad terms, on average, combining the statistics from the 5 campaigns, they are achieving over 25,000 first page research results (this is when the advertisement appears on the first page of the Google search results) with over 900 people per day clicking on the advertisement and therefore being exposed to the educational website and its first landing page. In addition, another key objective is to gain an understanding of whether the campaign can change behaviour. This is investigated by inviting the visitor to

complete a survey comprising 10 questions. As well as information about age, gender and types of medicines bought, two key questions are also asked.

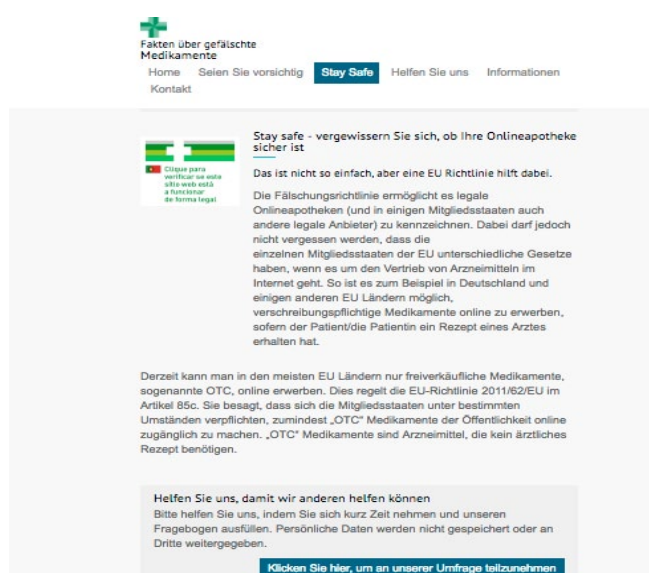
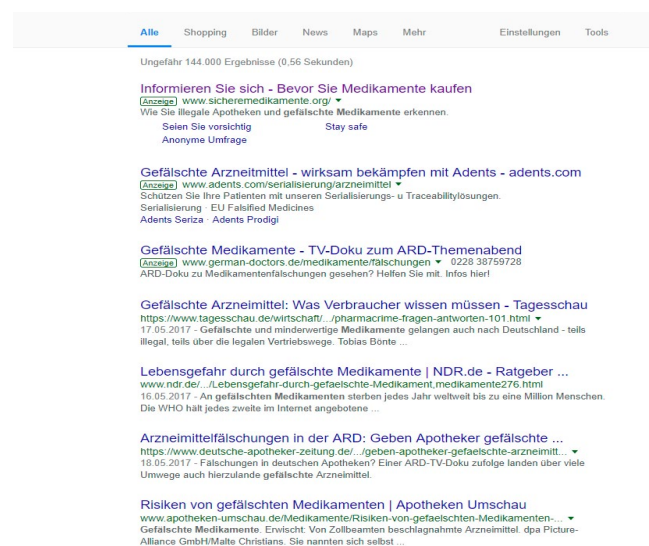
One asks whether they are aware that the vast majority of websites selling medicines are operating illegally. A substantial number (in Germany for instance) of respondents were not aware of this fact (74%).

The next question asked “Now you are aware of this fact, would you change your behaviour?”. Importantly, over 65% of visitors ticked the “for sure or probably” boxes saying they would visit their local trusted source to obtain their medicine. Clearly this is very encouraging news.

A full report on the results of these 5 websites will be written up by year end.

Meanwhile if you would like to visit the websites please click on the map above and it will take you through to country landing pages.

ASOP EU ADWORD CAMPAIGNS MODIFIED TO INCREASE MESSAGE IMPACT



In line with the principle that ASOP EU and the EAASM should continually develop the Google AdWord campaigns to optimise effectiveness, ways of enhancing the attractiveness of the website by changing messages and visuals to obtain the best engagement rates will be developed.

The German website, for example, now has the Fondation Chirac powerful “Pharmacide” video. The visitor can view the whole video or click off, which then takes them to the educational website - see the visuals above showing the flow of the routing.

By developing new approaches to visuals on the landing pages, the aim is to optimise attractiveness and encourage visitor exploration leading to an increase in the click through rates and “dwell” times on each page of the website.