

What's Your Infographics Strategy?

Pharma Ponders Pinterest

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The image shows the word "Pinterest" in its characteristic red, cursive script font. The letters are slightly shadowed, giving it a 3D appearance as if it's floating above a light-colored surface.

Find resources cited this article online at:

<http://tinyurl.com/5hgxra>

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“Just when we are overrun with the need for content & media strategies of every type from search to email to website to video to social to mobile, now we have the opportunity to contemplate an infographics strategy,” said Craig DeLarge, Director, Healthcare Professional Relationship Marketing at Novo Nordisk, in a recent blog post (<http://bit.ly/J410Ou>).

“Infographics (a.k.a., information graphics) are a not so much a ‘new’ as a ‘recently repopularized’ visual communications medium that I think of as a cross between prose article, powerpoint slide deck and wall poster,” said DeLarge. “Lately I have mostly experienced these on the newly popular social media platform, Pinterest, which I understand is now only third to Facebook and Twitter is its prolific usership.”

What Is Pinterest and Who Uses It?

Pinterest is a content sharing, social media service that allows members to “pin” images, videos and other objects to thematic pin “boards.” It is indeed now the third most popular social networking site in the U.S. according to a 2012 Digital Marketer report from Experian, which said that Pinterest attracted 21.5 million visits in the week ending January 28, 2012. That’s a larger audience than LinkedIn. Approximately 60 percent of Pinterest users are women, and 55 percent are between the ages of 25 and 44, according to Experian. As shown in Figure 1 (below), Pinterest is growing rapidly.

I don't know if Pinterest is the next Facebook or not, but if it is, many pharma marketers are likely to stay away from it at least until they figure out how it works.

Another Pfony “Pfizer” Social Media Site!

While pharma ponders Pinterest, others are using pharmaceutical company names as their Pinterest usernames and URLs. Džesika Fizor, for example, staked a claim to <http://pinterest.com/Pfizer/>. Fizor's boards include "juicing," "homie," "belly goodness," and "things i like that are clothes."

Boards are categories into which users of Pinterest arrange pictures that they upload from their computers or steal, er, I mean PIN from other sites or from other Pinterest users ("repinning").

Here are some other "pharma" Pinterest usernames that have been claimed:

- <http://pinterest.com/Roche/> - Rochelle Pickering (has "Foodie food stuff" board)
- <http://pinterest.com/GSK/> - Gautam Sivakumar (claims to be "Doctor | Technologist")
- <http://pinterest.com/Novartis/> - Avi Hollis (blank page)
- <http://pinterest.com/EliLilly/> - Kathleen Hargett (board with most pins: "yummy yummy food")

Continues...

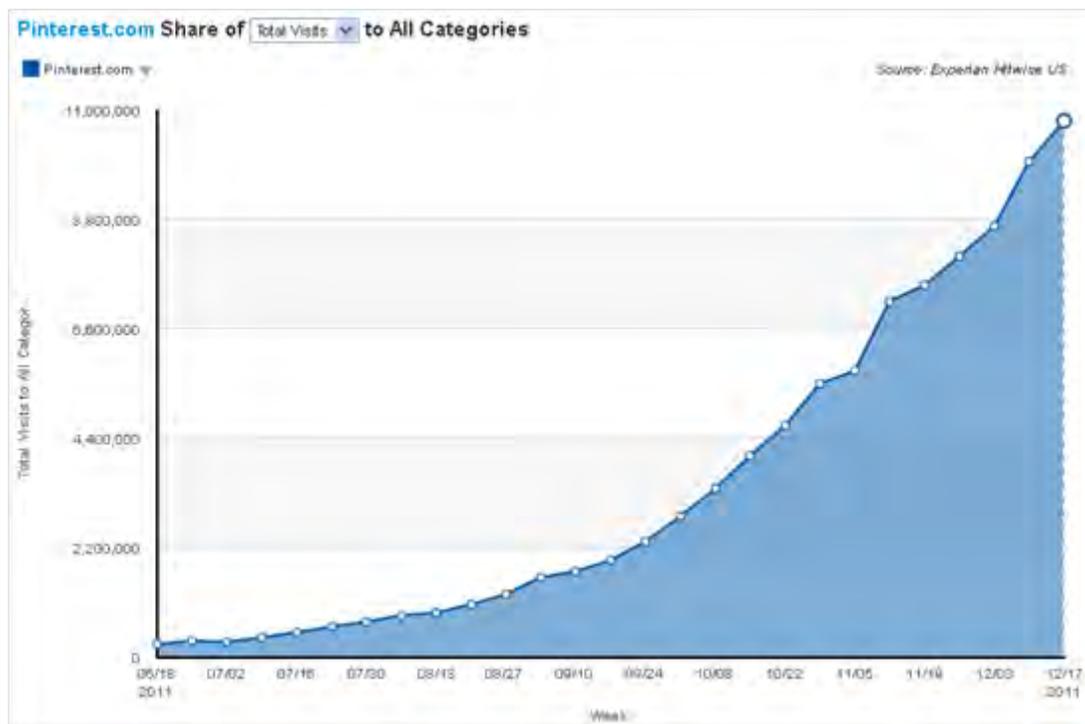


Figure 1. Pinteresting Trend in Social Media. Source: Experian; <http://ex.pn/HQ48ar>

- <http://pinterest.com/JNJ/> - just "Jen"
- <http://pinterest.com/Merck/> - Carolyn Merck (blank page)
- <http://pinterest.com/Abbott/> - Bruce Abbott (looks like a happy newly-wed)
- <http://pinterest.com/Boehringer/> - Alyssa Boehringer (not sure she is related to the Boehringers who own Boehringer Ingelheim)
- <http://pinterest.com/Bayer/> - Courtney Bayer (could be a newborn baby)

The following Pinterest pages are still available. I suggest the brand companies hurry up and claim them:

- <http://pinterest.com/Sanofi/>
- <http://pinterest.com/AstraZeneca/>
- <http://pinterest.com/Allergan/>
- <http://pinterest.com/BI/>
- <http://pinterest.com/BoehringerIngelheim/>
- <http://pinterest.com/Amgen/>

Novo Nordisk was on Pinterest, Briefly!

Novo Nordisk has a legitimate Pinterest page (<http://pinterest.com/NovoNordisk/>). When I first viewed that page on March 23, 2012, there were 11 "pins" posted to several "boards": 4 pins in "Patients," 1 pin in "About Novo Nordisk," and 6 pins in "World Diabetes Day." Two other boards—"Health Care Professionals" and "Careers"—were empty.

I "repinned" an image from the "About Novo Nordisk" board to a new board I created on my Pinterest site titled "Pins from Pharma Companies" (access here: <http://bit.ly/pgpinpharma>). I was also able to "like" that image and post it to my Facebook wall as well:

Of course, I also attached a comment to the original pin on Novo's Pinterest site. My comment: "Nice image! I posted it to my Facebook wall."

Bayer US Pins, Novo Nordisk Depins!

Two things occurred about a week after I discovered Novo Nordisk on Pinterest:

1. Bayer US started pinning and
2. Novo Nordisk "depinned" (deleted) everything on its Pinterest boards.

Apparently, Novo Nordisk's legal/regulatory people put at least a temporary kibosh on the company's Pinterest site until they learn more about the consequences. Kaspar Kofod, Social Media Manager at Novo Nordisk in Denmark, said "I deleted the pins because they weren't really representing how we want to use our Pinterest profile going forward. I had pinned a few things to illustrate the use and functionality of Pinterest to some people inside Novo Nordisk - mistakenly thinking that it could go unnoticed :)"

Meanwhile, Bayer has joined Pinterest and is using it to share images and information about its activities in the US (see "Bayer starts using Pinterest"; <http://bit.ly/I5BIBi>). Bayer snapped up the Pinterest username "bayerus" ("bayer" is being used by an individual named "Courtney Bayer"). The company currently has three Pinterest boards: (1) Bayer's Business, (2) Sustainability, and (3) Innovation. Twenty-eight items (including at least one video!) are posted to these boards. Bayer also pinned a couple of product images, including one for Bayer Aspirin.

The Comment Archilles Heel



Visitors are able to add comments to these pins. Always the "spoiler," I added a comment to the Bayer Aspirin pin that was a truthful concern of mine, but one that points out a possible "adverse event" (ie, intestinal bleeding).

Aspirin, of course, is an over-the-counter drug not regulated by the FDA like Rx drugs are regulated. Therefore, Bayer does not have to worry about reporting this potential adverse event to the FDA.

Bayer responded to my comment about 4 days after I submitted it. Their response was:

"It is important that you speak with your doctor before you begin a daily aspirin regimen, only your doctor can determine if you are an appropriate candidate for aspirin therapy. Please contact us at 800-331-4536 (M-F 9:00AM -5:00PM Eastern Standard Time) we would like to learn more about your use of Bayer Aspirin."

I have found no way to edit or otherwise manage comments on Pinterest. It appears that the only option is to delete the pin and then repin it without the comments. This inability to moderate comments may be Pinterest's Achilles heel as far as pharma marketers are concerned. But as of this date, pharma's presence on Pinterest is virtually unnoticed except by me and a few other pharma social media enthusiasts!

I think pharma needs to provide support to patients through every channel at its disposal, including social media. When Bayer, for example, suggested I call their phone number (M-F 9:00AM -5:00PM Eastern Standard

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Time) in response to the comment I made on their Pinterest site, I was surprised they didn't just continue the conversation on Pinterest since that was the channel I used to open the conversation and thus clearly my preferred channel.

What's Your Strategy?

DeLarge pointed out that "more of our website content might be consumed more regularly and intently, if designed in more interesting infographic formats, versus the prose/image approach that is the current fashion." Before implementing that plan on Pinterest, pharma companies need to have a clear strategy and a process to determine what kind of information and boards to offer the public.

DeLarge believes a strategy is needed to "gain advantage in a competitive situation" and "leverage this trend to better educate and serve our customers and stakeholders who are being exposed to other engaging in-

formation that too much encourages them against good health practices." His strategy would involve:

- 1) content planning to determine which content is best suitable to infographic conversion,
- 2) devising a common infographic branding & graphical vocabulary so that your infographics are easily associated with your issue, company and brand,
- 3) development of a content placement & distribution plan to assure that your infographics are most relevantly placed in, and distributed to those customers and customer destinations where they are able to offer the best value.

It's still early in the game for Pinterest as a viable social media site. As it gains more users, however, pharma's use of Pinterest may follow a path similar to its approach to Facebook: either ignore it or find a way to be part of it in a way that is both compliant with FDA regulations and that offers truly balanced information.

