



Free Pharma Marketing News Brief

Want to get the latest stories on business strategy, consumer advertising, new drug launches and more sent straight to your inbox? Join your fellow pharma marketing executives who subscribe to FiercePharmaMarketing for FREE!

[Click here](#) for a sample.

We never sell or give away your contact information. Our readers trust comes first.

SIGN ME UP

Fierce PharmaMarketing

FOLLOW US

Eliquis

The top 10 most-advertised prescription drug brands

SHARE Total: \$219 million



TOOLS

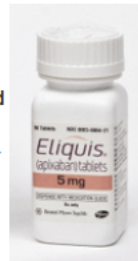


Comment



Print

As the last to the market in the new generation of blood thinners, Bristol-Myers Squibb (\$BMY) and Pfizer (\$PFE) overcompensated with ad spending on their joint-venture drug in 2014. Eliquis' paid media spending topped \$219 million, an increase of 89% year over year.



Last year, Eliquis was also approved as a treatment for deep vein thrombosis and pulmonary embolism, a smaller but important market sector, which may have spurred ad spending at the end of the year. The tight three-way competition likely was another factor in increased spending, as all three sought to stand out from the me-too crowd. Some speculated that Eliquis increased spending to take advantage of litigation woes for Bayer and Johnson & Johnson's (\$JNJ) Xarelto and Boehringer Ingelheim's Pradaxa, with lawsuits involving bleeding complications mounting against the two. The increase in paid media comes on top of BMS and Pfizer's doling out of \$8 million in doctor fees last year for Eliquis, the second-highest for any single drug, while the joint venture also expanded its sales force for the drug.

Like most of the top-spending prescription drugs, the bulk of Eliquis advertising was spent on TV. Eliquis TV commercials bashed on previous generation drug warfarin, instead of taking on the current competition--market leader Xarelto and Pradaxa. Actors in the Eliquis TV ads outline direct comparisons to warfarin, explaining point by point how Eliquis is better.

Still, results have been disappointing for BMS and Pfizer, which expected a blockbuster in Eliquis, but have yet to break the \$1 billion barrier. Sales for 2014 were \$774 million.

For more:

BMS, Pfizer pull out all the stops to give Eliquis sales a Q2 jolt
 BMS, Pfizer's Eliquis gets a NICE boost in rivalry with Pradaxa, Xarelto
 Should Eliquis' surge make Xarelto fans very, very afraid? Not really, analyst says

Special Report: The top 10 most-advertised prescription drug brands

- | | |
|-----------------|------------------|
| 1 Cialis | 6 Latuda |
| 2 Lyrica | 7 Xeljanz |

JOIN 24,000+ INSIDERS SIGN UP FOR OUR NEWSLETTER

FiercePharmaMarketing is the leading source of pharma marketing news with a special focus on consumer advertising, DTC trends, new drug launches, and more. Join your fellow pharma marketing executives who get FiercePharmaMarketing via email. Sign up today!

SIGN ME UP

Tracking Trends in Consumer Health Dose Formulation



POPULAR STORIES

MOST SHARED

THE LIBRARY: WEBINAR

Rare Disease 20/20: A Look at the Challenges and Opportunities in Rare Disease Clinical R&D



TUESDAY, FEBRUARY 23 | 2PM ET / 11AM PT | PRESENTED BY: BBK WORLDWIDE

Join the National Organization for Rare Disorders (NORD), Xenon Pharmaceuticals and BBK Worldwide as they take a closer look at the challenges and opportunities in rare disease clinical R&D. Registration is free – [click here](#).

MORE ITEMS