

AnswersOn Promotion in the Vaccine Market



Between July 2022 and June 2023, promotional spend for vaccine brands—not treating against COVID-19—saw increases at or near launch spend levels. Shingles (herpes zoster) and HPV vaccine promotion dominated the market both on a branded and unbranded/condition-specific level.

In the year ending June 2023, the vaccine market accounted for

\$1.2 billion
in promotional spend.

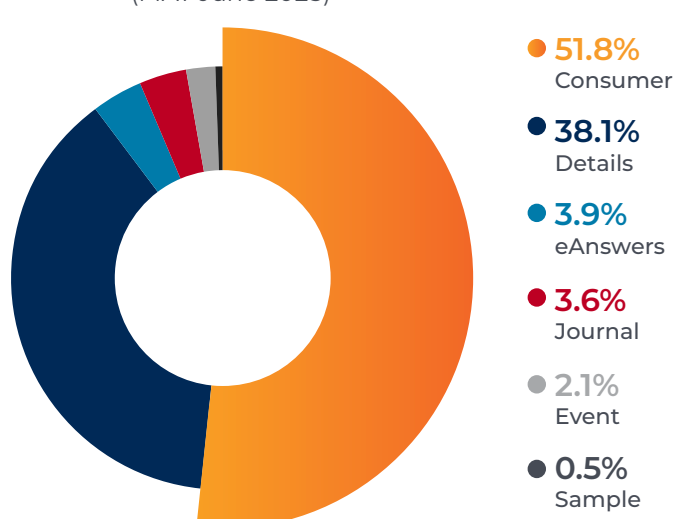
This is the highest level of spend in the vaccine market since 2015 during the launch of Gardasil.

Source: AnswerSuite PromotionalAnswers/Kantar Media

In the year ending June 2023, Shingrix saw a 26% increase in promotional spend vs previous year, more than half of which (52%) was spent on Direct-to-Consumer advertising.

Source: AnswerSuite PromotionalAnswers/Kantar Media

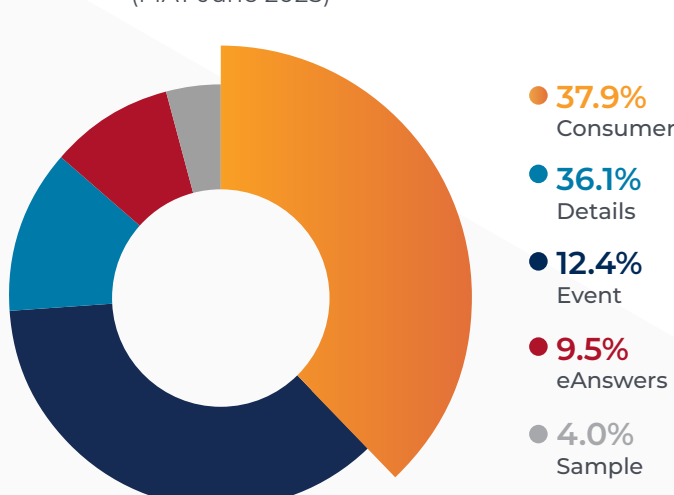
Shingrix
Total Promotional Spend
(MAT June 2023)



In MAT June 2023, Gardasil 9 promotional spend reached \$138 Million, the highest amount spent since its launch in 2015. Nearly 38% of Gardasil's promotional mix was allocated toward DTC advertising.

Source: AnswerSuite PromotionalAnswers/Kantar Media

Gardasil 9
Total Promotional Dollars
(MAT June 2023)



Reach out to one of our **AnswerSuite experts** for a complimentary report

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AnswerSuite a Syneos Health Company provides a Proprietary syndicated Market Research Solution that utilizes a panel of thousands of healthcare providers over a 30-year period. AnswerSuite is consumed by the Biopharmaceutical industry with insights delivered through a SaaS platform or with full service from analysts.

- **TreatmentAnswers** captures and reports on patient visit interactions with HCPs. These insights include patient and HCP demographics, diagnoses, comorbidities and intended drug therapy.
- **PromotionalAnswers** tracks and monetizes promotional activities such as detailing, events, virtual engagements, and sampling. Through partnerships, professional journals and DTC advertising are also tracked.
- **Custom Insights** supports different use cases through a unique proprietary survey. Custom Insights answer a multitude of questions such as: What is the HCPs awareness of your brand and competitors? What is the message recall of your brand and competitor? What is the share of voice among HCP targets and non-targets? The quick studies supplement why the actions are being taken and inform multiple business strategies.

