

Case Study

Campaign for GlaxoSmithKline introducing antimalarial drug Lapdap: ADVERTISING, PROMOTIONAL MATERIAL, all focused around meetings we arranged throughout SUB-SAHARAN AFRICA.



Are people the same the world over?

In terms of their basic needs...yes! But there are cultural differences which need to be taken into account when promoting a product or service. We could have been in danger of treating Africa as one market when it came to introducing GSK's antimalarial drug Lapdap into sub-Saharan Africa. Our research told us otherwise.

A targeted approach and the use of the right ethnic models in our advertising to the medical profession, in our promotional material and at the launch meetings throughout the continent, allowed us to communicate effectively. All the materials were produced in English and French.

The meetings were organised by our colleague, Jane Carr. No mean task in getting all the speakers together and attracting the right audience across such a vast area. And ensuring that exhibition panels, detail aids and a whole host of other printed materials which we produced in the UK, cleared customs (not always the most helpful of people in that part of the world), to arrive on time.