

## Cegedim Strategic Data (CSD) ranks pharmaceutical companies' social media presence

**Paris, December 19, 2011** – [Cegedim Strategic Data](#) (CSD), leading provider of integrated healthcare market research and worldwide promotional audits, has initiated a study comparing the ranking of pharmaceutical companies' spend on traditional promotional channels to their presence on two leading social media channels - Facebook and Twitter.

The analysis of social network presence was conducted worldwide for November 2011 focusing on the top 100 pharmaceutical companies in terms of traditional sales force and marketing channel spending. CSD then identified the Top 30 pharmaceutical companies for Facebook and for Twitter based on their presence and healthcare-focused activities.

### Results: Top 3 companies in traditional promotional spending

The US multinational Pfizer ranks first worldwide in traditional promotional spending, and is also present in the top spots for social media presence: third position for the number of Likes on Facebook, and first for the number of followers on Twitter.

Novartis, the Swiss multinational that ranks second in traditional promotional spending, is somewhat behind Pfizer, in seventeenth position for Likes on Facebook, and fifth position on Twitter for the number of followers.

Merck & Co is in third position worldwide for traditional promotional spending, and seems to show contrasting positions for social media activity. The company ranks tenth on the number of Likes on Facebook, while at the same time ranks number one for the number of pages. On Twitter Merck & Co ranks fifteenth for the number of followers and third for the number of Tweets.

### Other companies with a strong presence

Other companies that show a strong presence on Facebook and Twitter for their healthcare-focused activities include:

- US multinational Johnson & Johnson (11<sup>th</sup>, promotional spend) is in second position for the number of Likes on Facebook
- The FMCG French company Danone (78<sup>th</sup>, promotional spend) ranks fourth on Facebook for the number of Likes
- Swiss company Roche (15<sup>th</sup>, promotional spend) is in second position for the number of followers on Twitter
- Another major FMCG company Procter & Gamble (54<sup>th</sup>, promotional spend) ranks fourth position on Twitter for the number of followers

Christopher Wooden, Vice President, Promotion Audits for Cegedim Strategic Data commented "*The CSD social media audit shows clearly that most major life science companies are establishing a presence in social media - but coverage, methods and sophistication do vary significantly. In broad terms we see an attempt by companies to reach out and create a positive, on-going message about their contribution to better health. The ability to target that message and encourage constructive dialogue through social media will bring value to companies developing this new channel.*"

CSD will continue to track the use of social media. Linked with CSD's traditional Promotion Audits, this research can provide valuable benchmarking metrics in measuring the industry's use of diverse marketing channels. Results will be available alongside use of other digital promotional channels, including e-detailing, email and e-meetings, which are reported continuously at company, brand and physician level in our global Promotion audit.

*About Cegedim Strategic Data:*

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 40 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs. To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com)

*About Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

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