



"10 CORRECT"

Checklist on issues for self-care medicine marketers and advertising agencies to control before submitting their work to preliminary inspection.

1. Please ensure that all parties involved are fully familiar with both the general part of PIF's Code of Ethics and the specific instructions related to the marketing of self-care medicines.
2. Also ensure that the advertisement or spot complies with the SPC adopted for the product, including all the minimum information required and specified in the Code.

You should check that the indication for use of the product complies with the adopted SPC. It is permissible to limit the indication to include some of the approved indications only. However, the list of indications should not be shortened to suggest that the indication is wider than is, in fact, the case.
3. Any information given and propositions made in the spot must be backed with undeniable and unambiguous facts. Both the claims made (on efficacy, the onset of effect etc.) and the evocative elements (such as the image, voice and stories) must be chosen so that the advertisement whole does not create a wrong or incomplete impression or other misconception in the minds of the spectators as regards the issues presented.

Always remember that the recipient of the advertising message is a layperson in relation to the information given, claims made and the overall image created by the spot or ad. The interpretation of the image created by the spot always depends on the situation at hand.
4. Remember that the required minimum information is of vital importance to the consumer but no less so from the industry's perspective. The consumer does not conceive the information as "legal, obligatory texts" but in terms of advice for the correct and safe use of the medicine. When the companies ensure that the pharmaceutical marketing takes place in an appropriate manner, the consumers have no need to make complaints about the marketing materials to the authorities.
5. To avoid repeating mistakes, read the precedent decisions issued by the Inspection Board on television or radio spots or other marketing materials.
6. Please note that the manuscript must be detailed enough for the Inspection Board to obtain a clear picture of the broadcast version to be produced.
7. Read aloud the minimum information to be included in the broadcast version of the TV spot. Reading helps you to recognise whether the minimum information in the spot has been presented so that the recipient has no difficulty to understand the information in the spot. The way of presenting the minimum information in a TV and radio spot depends on many factors, such as font size and colour, the duration of the information on the screen, the number of information lines in one frame and the other elements taking place on the screen. In the radio, the factors to consider include the rhythm of speech and other auditory elements used in the spot.
8. Remember that the Inspection Board meets every Wednesday if necessary. The draft for the TV or radio spot must be available to the Inspection Board no later than at 3 pm on the preceding Tuesday. The Inspection Board must be provided with the material for the Internet a week before the intended Inspection Board meeting.
9. Internet pages related to health awareness information should be sent as a whole, not divided into smaller elements. If the TV or radio spots with health awareness information refer to an Internet site, the material on such pages is also covered by the preliminary inspection obligation.
10. Please remember that the collaboration in view of the preliminary inspections on pharmaceutical advertising is in the best interest of both the pharmaceutical industry and the consumers.

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