Briefing Document: Dorothy Hamill ad campaign for Vioxx®
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Issue

A new print and broadcast DTC campaign featuring former Olympic Gold Medalist ice skater Dorothy Hamill will begin airing sometime between Sept. 17 and Oct. 1, 2001. This campaign will likely trigger media calls about Hamill, Vioxx and Merck's DTC efforts in general. Non-press inquiries received by Merck and Hamill will be managed through the Centers for Excellence for Promotion (Emily Sellers is the contact).

Communication Objective(s)

- Respond to media inquiries.
- In response to specific requests for interviews with Dorothy Hamill, communicate that Dorothy Hamill is not available for media interviews.

Points of Emphasis

- Merck believes this DTC advertising campaign emphasizes the importance of talking to a physician and is an important means of informing consumers who may have osteoarthritis about Vioxx as a treatment option.
- Dorothy Hamill has osteoarthritis and we believe she is a good role model to encourage people to talk to their doctors about their osteoarthritis pain.
- The Dorothy Hamill creative is one of two new executions of the Everyday Victories campaign.

Questions and Answers

Questions about the campaign/Merck DTC efforts:

Q1. How much is being spent on the DTC campaign featuring Dorothy Hamill?

A1. As a matter of policy, Merck regards that information as proprietary.

Q2. Tell me about the campaign: (When will it begin and what is the expected duration? Will there be print and broadcast ads featuring Dorothy? How many variations of each type? Which media will carry each?)

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A2. The TV advertising will begin in late September. The campaign is an extension of the Everyday Victories theme currently used in print and broadcast.

If asked specifically about the types of ads:

The TV advertising featuring Dorothy Hamill includes a 60-second product mention ad, a 15-second spot with no product mention and a print ad.

Q2a: Will you also run print ads featuring Dorothy Hamill?

A2a: For competitive reasons, Merck regards such information as proprietary.

Q3. Will the Dorothy Hamill ads/commercials replace the "Everyday Victories" ads/commercials, or is it an addition to those?

A3. This ad is one of two new commercials we are airing with the "Everyday Victories" theme. [If asked: The other new broadcast/print ad now running is "Swim Club".]

Q4. What is the key message of the campaign to consumers?

A4. To encourage consumers to talk to their doctors if they have symptoms of osteoarthritis.

Q5. What agency created the ad?

A5. DDB Needham is the DTC advertising agency for Vioxx.

Q6. Has Merck created a new fulfillment piece (consumer brochure) for Vioxx featuring Dorothy?

A6. Yes.

Q7. Why don't the new ads contain warnings to consumers about the cardiovascular risks that were widely publicized earlier this year?

A7. Our Everyday Victories ads for Vioxx, including this one featuring Dorothy Hamill, are consistent with the FDA approved label for Vioxx. In fact, this advertisement was reviewed in advance by the FDA.

Q7a. Does Merck preclear its advertising for Vioxx? For all your products?

A. We regard that information as proprietary.

Q8. What are the results of your DTC efforts for Vioxx so far in terms of increasing sales?

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A8. Our ads are designed to stimulate discussions between patients and physicians about health care problems and potential treatments such as Vioxx for osteoarthritis.

Q9. How is Vioxx doing?

A9. In terms of results, in two years' time:

- Vioxx has become the world's fastest growing branded prescription arthritis medicine (based on the most recent quarterly sales figures -- 2Q00 through 2Q01, showing a 53 percent increase year to year) and Merck's second largest selling medicine overall with global sales topping $2.2 billion in year 2000 and global sales through the first 6 months of 2001 sales of $1.210 billion (US $905 million; Ex-US: $305 million)

- About 40 million prescriptions have been written for Vioxx to date.

Q9. Tell me why Merck conducts DTC campaigns.

A9. Consumer advertising enhances consumer knowledge about diseases and treatment options, and is one way to help stimulate discussions between patients and physicians about health problems and potential treatments and solutions.

Q10. For which products is Merck currently conducting branded and unbranded DTC campaigns? Do they all consist of print and broadcast ads?

A10. In addition to the branded ads for Vioxx that are running, branded direct-to-consumer (DTC) TV advertisements are running for Singulair and Zocor and unbranded ads on osteoporosis and chicken pox are currently running.

Q11. How does Merck decide which products to advertise?

A11. For competitive reasons, Merck regards such decisions as proprietary.

Questions about Dorothy Hamill:

Q12. How much is Merck paying Dorothy for the ads?

A12. The arrangement between Merck and Dorothy Hamill is proprietary.

Q13. Aside from her connection to the Olympics, why did Merck choose Dorothy Hamill?

A13. Dorothy Hamill has osteoarthritis and we believe she is a good role model to encourage people to talk to their doctors about their osteoarthritis pain.

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Q14. Does she really have osteoarthritis?

A14. Yes.

Q15. Is Dorothy Hamill qualified to give people advice about medicines for osteoarthritis?

A15. Ms. Hamill is not providing medical advice. Merck believes this DTC advertising campaign emphasizes the importance of talking to a physician and is an important means of informing consumers who may have osteoarthritis about Vioxx as a treatment option. Dorothy Hamill has osteoarthritis and we believe she is a good role model to encourage people to talk to their doctors about their osteoarthritis pain.

Q16. How old is Dorothy?

A16. 46

Q17. Isn't she too young?

A17. No. Although the incidence of osteoarthritis does increase with age, it can affect younger patients as well.

Q18. Does she really take Vioxx?

A18. Yes.

Q19. Did she take Vioxx <u>before</u> she started working for Merck?

A19. I'm not able to discuss Ms. Hamill's personal medical history, other than that she uses Vioxx to treat her osteoarthritis.

Q20. Didn't Dorothy work with Merck as part of a PR campaign [featuring her and Bruce Jenner] as your spokesperson(s)?

A20. Yes. Ms. Hamill and Mr. Jenner are no longer doing interviews regarding their osteoarthritis.

Q21. That campaign seemed short-lived – why?

A21. For competitive reasons we do not discuss our marketing decisions.

Q22. Why did Merck select Dorothy Hamill instead of Bruce Jenner for the ads? Are there plans to feature Bruce Jenner in upcoming ads?

A22. We regard the specific details related to development of our advertising as proprietary.

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Q23. What other celebrities have you featured in advertising?

A23. Dan Reeves on Zocor and Cal Ripkin on Prinivil (medical publications only).

Q24. Why use a celebrity?

A24. Using Dorothy Hamill in advertising is another execution of the overall Everyday Victories theme. Dorothy Hamill has osteoarthritis and we believe she is a good role model to encourage people to talk to their doctors about their osteoarthritis pain.

Q25. Why a celebrity now?

A25. Using Dorothy Hamill in advertising is another execution of the overall Everyday Victories theme. Dorothy Hamill has osteoarthritis and we believe she is a good role model to encourage people to talk to their doctors about their osteoarthritis pain.

Q26. Is a celebrity athlete of Dorothy's stature appropriate for advertising OA treatment?

A26. Dorothy Hamill has osteoarthritis and we believe she is a good role model to encourage people to talk to their doctors about their osteoarthritis pain.

Q27. Is this reactive?

A27. We recently launched two new executions...Swim Club and Dorothy Hamill. We continue to refresh the campaign with new creative.

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DOROTHY HAMILL (age 45)

Date of Birth:	July 26, 1956
Birthplace:	Chicago, Illinois
Grew up in:	Riverside, Connecticut
Number of yrs skating:	37
Still skating:	Yes
Olympic Year:	February 13, 1976 - Gold Medal - Innsbruck, Austria
Current Hometown:	Baltimore, Maryland
One daughter:	Alexandria (age 11/12)
Personal:	Married twice; currently engaged to Dean Moye her bus. mgr.

Strengths:

- Olympic Gold Medal figure skater
- Three time US Champion, World Champion, Olympic Gold Medallist
- Inducted in the US figure Skating Hall of Fame in 1991
- Voted "the most trusted woman in America" by *Ladies Home Journal*
- Referred to as America's "Sweetheart"
- Has OA of the neck/spine and is currently on VIOXX
- High Q/familiarity scores among age 40 to 60 (Q rating of 26/17; familiarity score of 87/38) and men age 40 to 60 (Q rating of 20/14; familiarity score of 79/39).

Endorsements/Philanthropies

- Currently working with "Chapstick" brand used in TV/Print
- Charity work includes the Presidents Council on Physical Fitness and Sports, the International Special Olympics, Big Brothers and Sisters, the American Cancer Society and the March of Dimes
- Featured in America Heart Association/Aetna US Healthcare advertisement with Nancy Kerrigan and Nicole Bobek (September's Better Homes and Gardens)
- Recently donated her time to helping raise money for a variety of AIDS foundations