

Provantage launches ProCare

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- an experiential marketing company specialising in pharmaceuticals



A joint venture between Provantage Out of Home Media and HiCare Medical Marketing Specialists, ProCare is an agency that specialises in activation, event and media solutions for pharmaceutical brands.

The pharmaceutical market has its ethical and regulatory challenges and with this constantly in mind ProCare provides unique out of the box solutions by introducing interactive, experiential marketing to the industry. These platforms allow clients to communicate with the market they want to target, using innovative ways that drive sales and awareness, whilst delivering measurable results.

ProCare combines the operational excellence of Provantage with HiCare's creative science and medical strategy. The powerful partnership offers innovative activation, event and media solutions that strategically address the needs of the pharmaceutical industry.

"We understand that the healthcare industry has specialised requirements and therefore distinguish between typical FMCG promoters and brand care specialists. We carefully recruit individuals with a strong scientific background who are suitable for the healthcare industry," says Karin Malan, General Manager of ProCare Media.

Reasons for using ProCare

1. The pharmaceutical market has its ethical and generic challenges with product differentiation being extremely difficult.
2. Most marketing relies heavily on representative detailing with them having less face time with health care practitioners.
3. There is a struggle to find time slots in the rep call cycle, limiting brand exposure.
4. Traditional print journals, consumer magazines and electronic media are cluttered with competitors, giving lower returns.
5. New marketing code, Medicines act, and consumer protection act tend to limit the options to grow more sales.

The ProCare remedy offers turnkey solutions which can be successfully implemented in the following target audiences:

- Hospitals and Specialists
- Medical practices
- Clinics
- Alternative health practices
- Pharmacies
- Retail chains
- Consumers on the go
- Corporate and internal communications

ProCare's services include:

- activations that cut through the clutter
- events that spread the word
- Media solutions that get the message into the minds of the target audience.

ProCare Media has the capacity to reach millions of people daily in all nine provinces in South Africa.

"The people on our team have a wealth of knowledge and experience from a variety of backgrounds including pharmaceutical management, regulatory, marketing and sales, fmcg, retail, media, events and advertising. This ensures that we provide clients with well thought out strategies to ensure the best measurable results by providing platforms that shout above the noise," concludes Malan.

For more information please contact Karin Malan at Karin@procaremedia.co.za or 011 478 4232.

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