



# Science Backed Advocacy Case Studies

# Science Backed Advocacy for Crocin

**Brand Challenge:** Paracetamol based Crocin's sales were declining because of rise in the marketing activities of NSAIDS. We were approached to create a marketing campaign for Crocin.

## Objective

- The imminent objective was to present paracetamol in a positive light and further reinforce its position as a safer alternative as compared to other analgesic/antipyretics, especially NSAIDs
- Creating awareness around irrational prescription of anti-pyretic and anti-analgesic drugs and highlighting safer and more effective alternative.



# Project Details

## Strategy

- ✓ Reinforce the side effects over NSAIDs and advantages of paracetamol through media outreach.

## Approach & Activities

- ✓
  - In-depth research on the science of different anti-pyretics. Using credible national and international journals and studies to highlight safety concerns of nimesulide and better efficacy and safety of paracetamol.
  - Creating a group of credible KOLs to become the voice of reason to promote the right science and the right salt.
  - Build capacity of opinion makers i.e. health writers and using their influence to create a strong case study favouring paracetamol and showcasing negative side effects of nimesulide.
  - Countering actions of competitors with strong science and an enlightened stakeholder ecosystem.
  - Kicked off a drive against Nimesulide by highlighting the harmful side effects associated with it
  - Created awareness around the fact that Nimesulide was banned in various other countries
  - Reinforced safety and efficacy of paracetamol amongst the masses
  - Several KOLs were sensitized from all over the country and were roped in to provide favorable quotes
  - 03 CDs in sequence on 'Wrong Medication in Children', a fact-file on 04 top anti-pyretics/ analgesics in India, appropriate dosing for children were developed and distributed on mass scale among identified target journalists

## Outcome

- ✓ Within 1 year of Pro-Paracetamol Campaign, the equation was reversed. Paracetamol emerged as the largest gainer of the nimesulide fall-out.



# Coverage Snapshot

## Harmful drugs sold freely in city

SYED AKBAR | HYDERABAD

Tablets like Analgin, Nimesulide, which people casually pop in when suffering from a bad cold or headache have been banned in Europe and the United States because of harmful side effects. Yet, they are available in India. The more troubling fact is that these drugs are available over the counter without any prescription. For instance, about a dozen generic or brand drugs, which have been banned world-wide, are freely available in the twin cities. "The centre can ban a drug only if there is concrete evidence on harmful side-effects," says Mr. R. Uday Bhaskar, secretary general of the All-India Drug Control Officers Confederation. "Unfortunately, we do not have the practice of doing post-drug follow-up studies in India. Pharmaceutical companies take advantage of this."

Mr Bhaskar says it is high time that these harmful drugs are banned. "What is bad

### Think before you pop

**Analgin:** Causes bone marrow depression and ulcers.  
**Clozapine (available under brand names Cloz and Syzride):** Causes irregular heartbeat and palpitation.  
**Droperidol (brand name Droperol):** Affects the heart and blood circulation.  
**Paracetamol (Paracetone, Lomofen):** Nausea, severe headache, cancer and damage to intestines.  
**Flucanazole (Nise, Nimsid):** Causes liver failure.  
**Nitrofurantoin (Furacin):** Causes cancer.  
**Phenolphthalein (Agoral):** Found to be a carcinogenic.  
**Phenylpropionamide (D-Gold, Vicks Action-360):** May lead to stroke.  
**Oxyphenbutazone (Stiril):** Bone marrow depression.

for people in the US and Europe will surely be bad for us," he points out. Interestingly, the central government banned 76 categories of fixed dose combination or individual drugs, after the manufacturers themselves withdrew them from the market. Rofecoxid is one such drug. It was found to be dangerous for heart patients and the manufacturer withdrew it. However, many harmful drugs are still sold. Studies have proved that consumption of Nimesulide, a non-steroidal anti-inflammatory drug, can cause liver toxicity. Surprisingly, after other countries threw it into the waste bin, the centre approved Nimesulide in 1994 for treatment of painful inflammatory muscular-skeletal disorders.

Dr. J.V. Chandrasekhar, consultant surgeon of Apollo Hospitals, says that drugs such as Analgin should never be given to children while Paracetamol is equally bad for adults and children.

## After curbs, Nimesulide market shrinks 33% to Rs 133 crore

**THE** ongoing controversy on the side effects of Nimesulide, a non-steroidal anti-inflammatory analgesic and anti-pyretic drug, has led to a sharp decline in its market size in India. In the last year, the market size of Nimesulide is estimated to have shrunk by about 33% to Rs 133 crore.



A hand holds all 100 tablets of Nimesulide (Nimesulide) in a packet. The Nimesulide (Nimesulide) packet of 100 tablets is shown. The Nimesulide (Nimesulide) packet of 100 tablets is shown.

The Nimesulide market is shrinking to a negative growth. This is mainly on account of the ban on the drug by the Drugs Controller General of India (DCGI) in 1994. The ban was issued by the DCGI on the grounds that Nimesulide caused severe liver damage to children below 12 years of age who had a negative reaction. The decision of sale of Nimesulide was also attributed to discontinuation of Nimesulide distribution permits in the market by the Andhra Pradesh and Madhya Pradesh governments. The Nimesulide ban has also affected all its brands in India. The Nimesulide ban has also affected all its brands in India. The Nimesulide ban has also affected all its brands in India. The Nimesulide ban has also affected all its brands in India.

### तेज दवाएं घातक

आज के तेज दवाओं में से एक है जो बहुत ही तेज है और बहुत ही घातक है। यह दवा है जो आपको तेज से दवा देती है और आपको घातक से बचाती है।

### पुरानी दवाओं को ही तरजीह देते हैं लोग

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## Health ministry bans Nimesulide and 2 other drugs

New Delhi: The Health Ministry has banned Nimesulide and two other drugs, Analgin and Droperidol, from being sold in India. The ban is effective from today. The drugs have been banned because of their harmful side effects. The ministry has also issued a warning to the public not to use these drugs. The ban is a response to the growing concerns over the safety of these drugs. The ministry has also issued a warning to the public not to use these drugs. The ban is a response to the growing concerns over the safety of these drugs.

According to experts, the ban is necessary because these drugs are highly addictive and can cause severe liver damage. The ministry has also issued a warning to the public not to use these drugs. The ban is a response to the growing concerns over the safety of these drugs. The ministry has also issued a warning to the public not to use these drugs. The ban is a response to the growing concerns over the safety of these drugs.

### दवाइयों के मामले में खिलवाड़ कैसा!

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### जिवात

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# Financials

Activity	Category	Price in INR	Inclusion
Public Relations	Fixed	5 Lac per month	Brand Strategy inputs, Looking out for media & event opportunities to participate, KOL coordination, Minimum 5 content pieces, 30 media coverage total in any 5 cities
PR Survey	Variable	10 Lac to 20 Lac	Survey Concept, Survey Design, Data Collection, Data Analysis, 3rd party and research organisation onboarding, Survey report, Media Report, Media Dissemination
Campaign	Variable	Can be provided in real time	End to end Campaign designing, implementation, and media coverage.
Webinar	Variable	1,Lac	End to end designing, technology, attendance, pre and post communication, Speaker Coordination
Digital Campaign	Variable	1 Lac to 10 Lac	End to end campaign designing and implementation including paid digital. Cost of campaign depends on type & number of content pieces and selection of digital channels



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