

THE ANATOMY OF A HIGH-PERFORMING HCP AD

A quick-reference guide to creating ads that earn a doctor's time (and pass regulatory review).



Creative That Connects and Complies

Elements that make HCPs stop scrolling, pay attention and satisfy compliance.

1 Call Out Your Audience

State the specialty first to capture attention immediately.

2 Lead With the Indication

Show patient or condition upfront for quick recognition.

3 Stick to One Clear CTA

Focus on one message and one CTA to keep attention on what matters.

4 Give ISI Room to Breathe

Dedicate ~30% of ad space to ISI to satisfy compliance.

1 ATTN: CARDIOLOGISTS

New Once-Daily Oral Treatment Reduces MACE by 25%*

For adult patients with high-risk cardiovascular disease

SEE PRESCRIBING INFO

Important Safety Information and Indications

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5 Simplify to Clarify

Keep the layout clean, letting key information stand out.

6 Educate, Don't Overwhelm

Use data or context to add value without clutter.

The Doctor's Time Test: A 30-Second Ad Audit

Capture a physician's attention and trust in 30 seconds. Use this 10-point checklist to ensure clarity, compliance and impact.



CLARITY & FOCUS

- #1: Targeted specialty is obvious
- #2: Indication is clear
- #3: Message is quickly understandable
- #4: Includes only one clear claim
- #5: Features only one Call To Action (CTA)

COMPLIANCE & TRUST

- #6: ISI is visible and readable (Occupies ~ 30%)
- #7: Design is clean and uncluttered
- #8: Contains educational value
- #9: Builds clinician trust
- #10: Likely to pass regulatory review

Want HCP ads that connect with physicians and stay compliant?

We help pharma brands create campaigns that cut through the noise and earn trust. Contact us at responsory.com/contact to get started.



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