

Online Supplementary Material

Frosch DL, Krueger PM, Hornik RC, Cronholm PF, Barg FK. Creating demand for prescription drugs: a content analysis of television direct-to-consumer advertising. *Ann Fam Med*. 2006;5(1):6-13.

<http://www.annfammed.org/cgi/content/full/5/1/6/DC1>

Supplemental Figure. Storyboard for rosuvastatin.



Ad Narrative (AN): "Joe's cholesterol was high, he was told, 'Get it low.' So he decided to move to the Land of No. No snacking, no slacking, avoid all the bad."

Codes (C): Preprescription phase of ad, loss of control, distress, negative emotional appeal

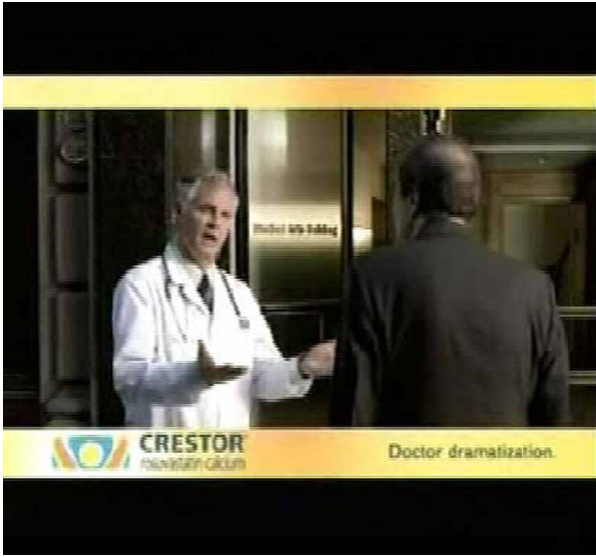


AN: "He ate right and ran every chance that he had. That was how he should start, the right way to go. But many need more help to get that cholesterol low."

C: Preprescription phase of ad, lifestyle change is insufficient, lifestyle change is an adjunct to product, humor appeal

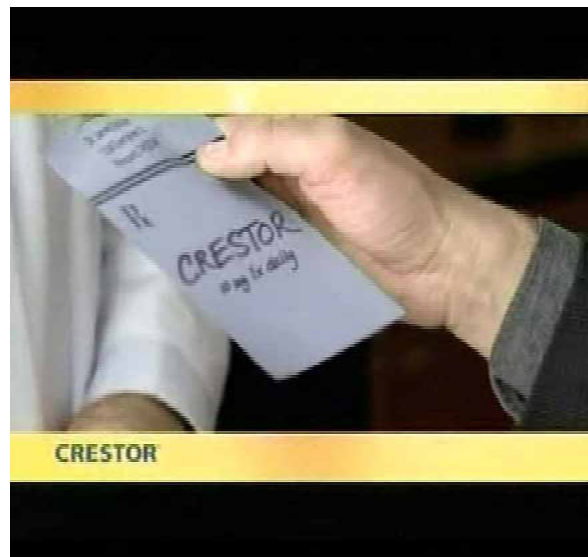
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AN: "It's OK, said his doctor, add Crestor you should. With diet and Crestor you very well could cut bad cholesterol about half, while raising the good."

C: Transition phase of ad, social approval, breakthrough, rational appeal



AN: Physician: "Would you like to try it?" Joe: "Why yes! Yes, I would."

C: Transition phase of ad, social approval, positive emotional appeal



AN: "Thanks to diet and Crestor, Joe's cholesterol's down. And the word spread across every village and town."

C: Postprescription phase of ad, regaining of control, social approval, positive emotional appeal



AN: "It's the Land of Success. Crestor helps him stay there. And all his friends say, 'Now you're getting somewhere.'"

C: Postprescription phase of ad, regaining of control, social approval