





Type of mobile promotional communication in sample

Type of communication	Definition	Example
Product claim	Includes the drug name, drug benefits, drug risks	 <p>Lunesta® (eszopiclone) is a prescription sleep medicine used in adults for the treatment of a sleep problem called insomnia. Symptoms of insomnia include trouble falling asleep and waking up often during the night.</p> <p>IMPORTANT SAFETY INFORMATION LUNESTA acts quickly, so take it right before bed, and only if</p>
Reminder	Includes only the drug name	<p style="text-align: right;">AdChoices </p> <p style="text-align: center;"><b>Official Site</b>  <a href="http://www.VESlcare.com">www.VESlcare.com</a>  <b>VESlcare® (solifenacin succinate)</b>  <b>Learn About a Money-Saving Offer</b></p> <p style="text-align: center;"></p>
Help seeking	Presents information about the medical condition the drug treats and does not include the drug name	<p>Help reduce your AFib-related stroke risk with  <b>no routine blood monitoring</b></p> <p style="text-align: right;"><a href="#">LEARN MORE </a></p> <p style="text-align: right;"><small>© Janssen Pharmaceuticals, Inc. 2012 September 2012 0251218G</small></p>

Note: Use of brand names does not imply endorsement by FDA. Images from Competitrack, <https://markettrack.com/advertising>.