




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>AdChoices</p> <p>Official Site</p> <p>www.VESIcare.com</p> <p>VESIcare® (solifenacin succinate) Learn About a Money-Saving Offer</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 no routine blood monitoring</p> <p>LEARN MORE</p> <p>© Janssen Pharmaceuticals, Inc. 2012 September 2012 0251218</p>

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