



THE MARKET

Daktarin has been the leading brand in Indonesia in the premium anti-fungal category since the mid 90s, in a country where skin infections, due primarily to the tropical climate and close personal contact, are common. The product in cream form is the major sales contributor in the Daktarin portfolio and the biggest seller in the non-prescription market, which the brand leads. It is used to treat infections of the skin, which may appear on the hands, feet, outer ear, trunk or groin. It is also used to treat infected nappy rash and infections of the nails. Daktarin Cream works by destroying the fungus that causes the infection and some of the bacteria that may also be present.

Overall the premium products, targeted at the middle to upper class levels of society, command around a third of the total anti-fungal market. In the medium term, Daktarin is set to expand this market share through further focused development within the current range of products. The major distribution channels are pharmacies, both traditional and modern, and supermarkets. However, the vast majority of total sales, approximately 90 percent, is achieved through the traditional pharmacies and drug stores.

ACHIEVEMENTS

Daktarin has won recognition through several promotional campaigns. The brand made its mark on Indonesia's advertising industry by snapping up the following awards at the country's prestigious annual advertising awards ceremony, the Citra Pariwara:

- 1996 - Bronze award for TV advertising in the pharmaceutical category
- Gold award for print advertising in the pharmaceutical category
- Silver award for print advertising in the pharmaceutical category
- 2002 - Gold, silver and bronze awards for TV advertising in the pharmaceutical category
- Gold award in the media mix category for "Daktarin Happening Art"
- Finalist in "Best of the Best" across all categories

HISTORY

The company commenced operations in 1953 as a research centre in Beerse, Belgium, headed by Dr. Paul Janssen. The company was set up to research newer, better and safer drugs and millions of dollars a year continue to be invested in research and development.

In 1961 the company was acquired by Johnson & Johnson,



manufacturers of the most comprehensive range of health care products in the world, and a leader in the field of anti-mycotics research and treatment (anti-fungal drugs).

The Indonesian operations, under PT Johnson & Johnson Indonesia, commenced in 1973 but in 1984 the pharmaceutical division of Janssen Cilag was given an independent management and operations status, separating it from the Johnson & Johnson consumer divisions.

An internal auditor from Janssen Belgium visits the local production facility on a regular basis to ensure consistency and the highest quality, and at the same time monitors quality

control procedures.

THE PRODUCT

Daktarin, with its active ingredient miconazole nitrate two percent, is a range of broad-spectrum anti-fungal products for the effective treatment of athlete's foot and other common fungal skin infections. There are five products in the range, most of which were previously available by prescription only, but are now widely available over-the counter (OTC). However, many doctors still prescribe Daktarin as their anti-fungal treatment of choice. The different product formats, (creams, powders, liquid soap and gels) are designed to be used for people of all ages of either gender and also for different parts of the body. Daktarin Oral Gel (for fungal infections of the mouth) remains restricted to prescription only.

Daktarin Cream is a broad-spectrum anti-fungal product. It is used to treat common fungal and candidal skin infections in open areas, is non greasy and will not stain clothing or footwear.

Daktarin Powder is particularly





suitable for treatment of fungus infections in areas of the body where there is folded skin, particularly in the foot and toe regions. The unscented powder spreads well on the skin, absorbs excessive perspiration and humidity and brings comfort to patients even if they are wearing socks and shoes.

Daktarin Liquid Soap is used to prevent yeast infections in women and Daktarin Diaper is specifically for baby diaper rash. Both have OTC status.

Daktarin's value is reflected by its high efficacy in killing fungi at the roots, though it is still gentle on the skin.

RECENT DEVELOPMENTS

Daktarin Powder, though on the market for some time, was promoted through a recent marketing campaign aimed at gaining public awareness that itching and bad odours from the feet are actually caused by a fungus, and that using Daktarin Powder can treat the condition.

PROMOTION

Daktarin brands are consistently promoted on television nationwide, mainly through advertising campaigns but also via several other creative screen plays aired on television. Periodically,

advertisement campaigns are also run in the print media, such as the daily newspaper Kompas and women's and sports magazines, as well as on radio.

Special below-the-line activities support the above-the-line campaigns conducted by the company. One such event, the "Happening Art" is an expansion of the television advertising. It portrays a performing Daktarin mascot destroying the fungi dancing all around him. This popular performance is run once a month or so in the streets and shopping malls of several cities: Jakarta, Bandung, Surabaya, Malang, Surakarta (Solo) and Yogyakarta. This innovative idea has successfully attracted the attention of the public and in so doing has helped to build their awareness of the brands.

Another promotional tool is the use of the tag line Daktarin, Daaag Jamur! (Daktarin, bye fungus!). This is a unique way of ensuring Daktarin is remembered by the public whilst at the same time linking the public to the company message that Daktarin kills fungi. The Daaag Jamur! logo was replaced in 2001 in conjunction



with a new campaign, with the colours, predominately green, being blended into a more refreshing, modern looking mosaic.

Explaining the efficiency of Daktarin and the benefits it brings is also the aim of another special promotion using the slogan "Jamur KO, Kulit OK!" This signifies that by using Daktarin, fungus is "knocked out" and the skin is "okay", i.e. the skin returns to its normal, smooth condition. This particular slogan and its associated campaign were instrumental in Daktarin's fine achievement in winning the string of advertisement awards in 2002.

BRAND VALUES

The company focuses on excellence not only in product quality but also in a comprehensive service matrix to ensure those who buy and use the products are kept well aware of their benefits and how best to use them. The message that prevention is better than the cure is part of the information disseminated to the

public to keep them conscious of the product and service quality, and to help educate the public to build a healthier nation.



THINGS YOU DIDN'T KNOW ABOUT DAKTARIN

- The name Daktarin originates from Africa
- Daktarin has been the leading brand in Indonesia in the premium anti-fungal category since the mid 90s
- Daktarin, though available over the counter, is still prescribed by many doctors
- Janssen Cilag, the producer of Daktarin, is the world leader in research into treatment of fungal infections
- Not only has Janssen Cilag developed a broad range of products effective in treating fungi in humans, it has also developed fungal control processes for materials like wood, leather and terracotta
- Janssen Cilag research discovered a cure for the historical Chinese Terracotta Army in Xi'An and 200 year old mummies in El Carmen in Mexico that had been attacked by fungi. Now these historical archaeological treasures are completely fungus free
- Though Daktarin is a Janssen Cilag brand it is owned by Johnson & Johnson, the biggest healthcare company in the world