

## Advertising Money Speaks

The pharma and healthcare market is making moves to claim its space in the digital arena. By the end of 2021, industry ad spend is expected to surpass **\$11 billion**, a 32% increase in just two years as of Aug 26, 2021.

According to Statista.com in the first half of 2021, Eli Lilly and Company invested 43.7 million U.S. dollars in digital advertising, promoting 1,505 various creatives (ads) and generating 4.9 billion ad impressions. Pfizer spent 39.1 million dollars, generating 4.7 billion ad impressions. Between January and May 2021, the company spent 21.5 million dollars [advertising its COVID-19 vaccine on social media](#).

Also, Johnson & Johnson was the pharmaceutical company that spent the most in COVID-19 digital advertising spending in the United States between January 1 and May 6, 2021. The company's spending amounted to 29.1 million U.S. dollars. Pfizer followed with 21.5 million. The launch of Pfizer's mRNA vaccine in early December 2020 helped the [pharma giant's revenue](#) during the first quarter of 2021 surge 45 percent from its revenue during the first quarter of 2020.

The following link will take you to the plans and future of pharmaceutical advertising and how it deals with DATA.

<https://mediaradar.com/blog/top-pharma-advertising-trends-2021/>

-Michael LeVesque-