

Cadent

pharma advertising
trends report

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Cadent pharma advertising trends report

Building *meaningful* connections between pharma brands and multicultural consumers in today's omnichannel landscape

Digital devices have become integral to American life. Consider for instance, that at the end of 2024, the average number of connected devices [per US internet household](#) was **13.4—a 63 percent increase from 2018**.

This rise in device adoption has transformed consumption habits by making a wealth of healthcare information easily accessible to Americans, creating a more discerning, informed consumer across verticals—including pharma and healthcare.



Equipped with information on healthcare providers and services, pharmaceuticals, and costs, this new class of savvy American patients are taking control of their patient journey—journeys as unique and diverse as the populations that comprise them. Each individual demographic in the US demonstrates distinctive preferences and behaviors when researching healthcare and pharmaceutical options, demanding tailored marketing strategies to effectively meet their unique needs and expectations.

With healthcare and pharma digital media ad spending projected to reach ***\$24.7 billion dollars in 2026***, it's imperative that advertisers and marketers understand where, when and how to reach diverse audiences to maximize budgets, gain consumer mindshare, and increase wallet-share.

About this report

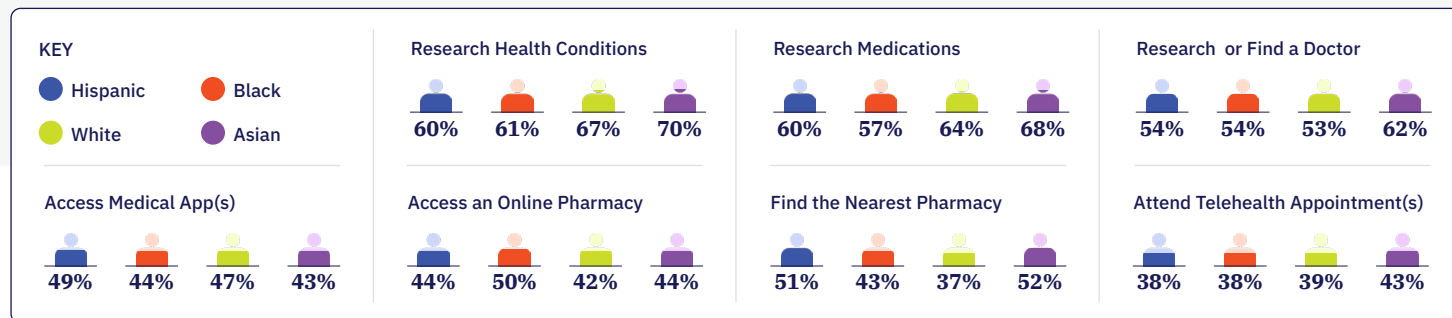
In early 2025, Cadent commissioned a consumer survey, conducted online by The Harris Poll among more than **4,000 US adults** to uncover pharmaceutical and healthcare advertising trends among multicultural populations.

This report sheds light on how digital devices have transformed the patient journey and how diverse audiences prefer to learn about and engage with different pharmaceutical and healthcare brands throughout their patient journey.

Digital device use cases for pharma and healthcare services

A common denominator across diverse communities

A clear commonality exists across multicultural audiences and their use of digital devices throughout their patient journey. Approximately **90 percent** or more of White, Hispanic, Black, and Asian Americans report using computers or mobile devices for healthcare services. Notably, across cultures, **researching health conditions is the most common use case for digital devices during the patient journey**, with Asian Americans indexing highest at **70 percent**.

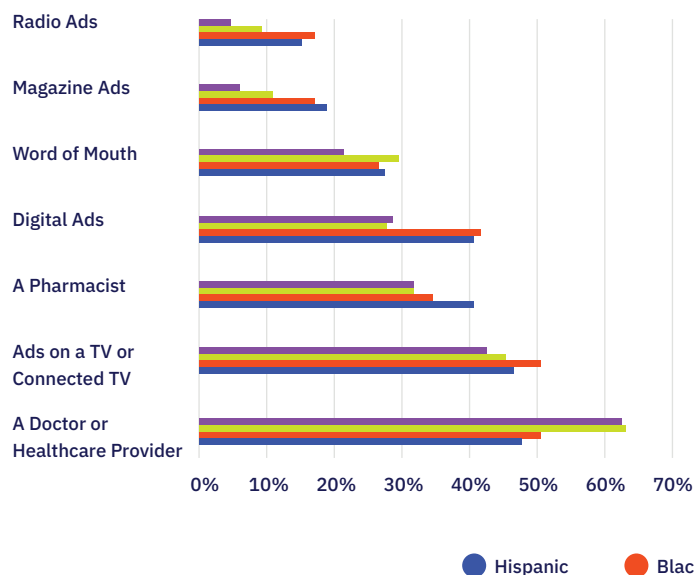


Discovering new prescription and over-the-counter (OTC) medications

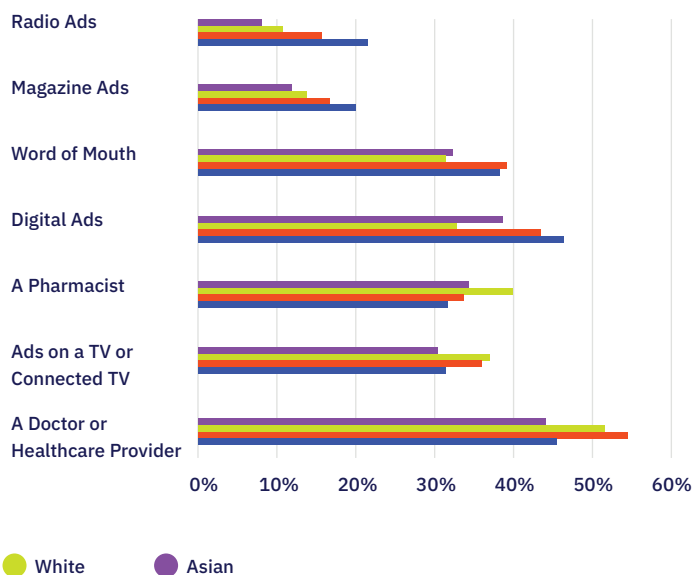
Top 3 ways audiences learn about new medications

Doctor or Healthcare Provider | Ads on a TV/Connected TV | Ads on a Computer or Mobile Device

Prescription medications



Over-the-counter medications



📺 **TV and Connected TV ads** are the most common source of awareness for prescription and OTC medications among **Black audiences**.

💻 **Hispanic and Black audiences** cite **computer and mobile ads** as frequent touchpoints for prescription and OTC medications at a higher rate than other groups.

🗣️ **Word-of-mouth marketing**, magazine ads, and radio ads indexed lowest among all groups, especially **Asian Americans** for prescription and OTC medications, on average.

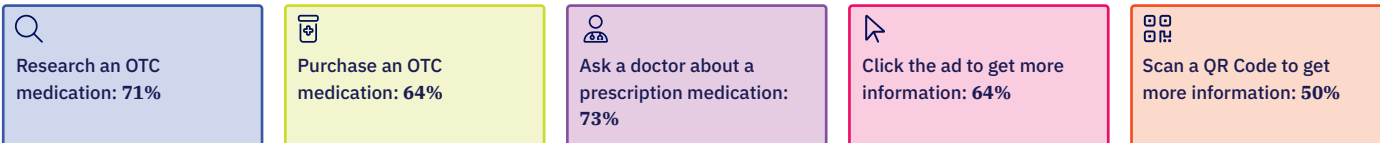
📺 **White Americans** are more likely to discover OTC medications through **TV and connected TV** ads than prescription medications.

Mobile, CTV, and TV ads drive action across diverse audiences

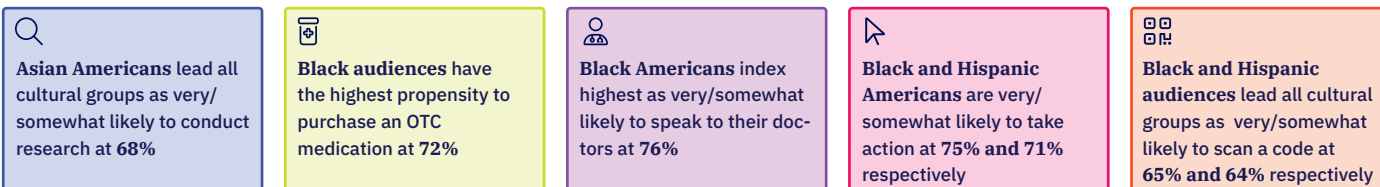
Be it research, engagement, or purchase, multiple ads help pharma and healthcare brands build mindshare and share of wallet—across all cultural groups.

Encourage action with mobile ads

Actions very/somewhat likely to be taken after seeing a medication ad on a mobile device

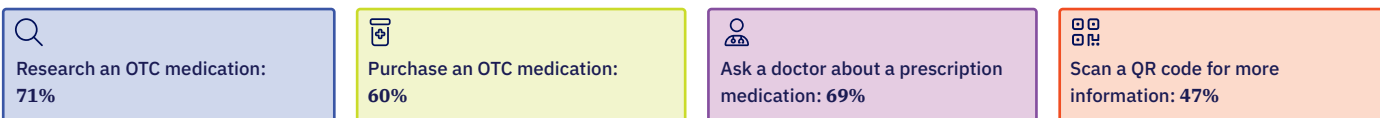


Multicultural spotlight

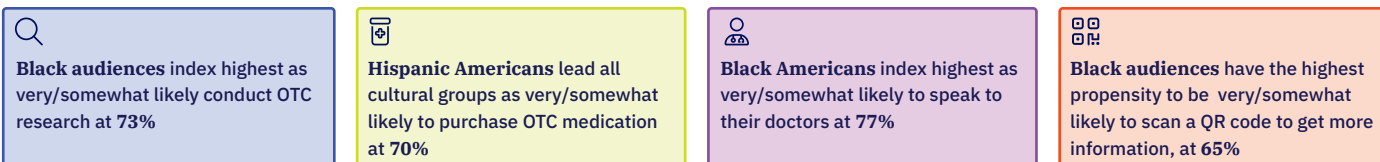


Deepen patient connections with connected TV

Actions very/somewhat likely to be taken after seeing a medication ad on a connected TV

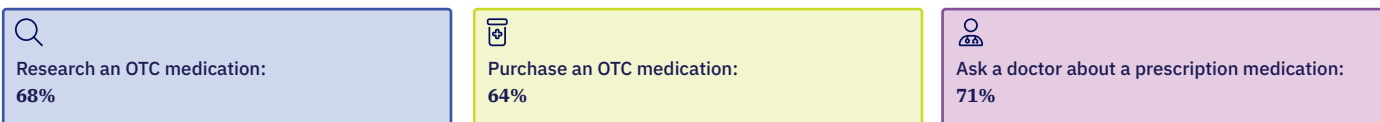


Multicultural spotlight

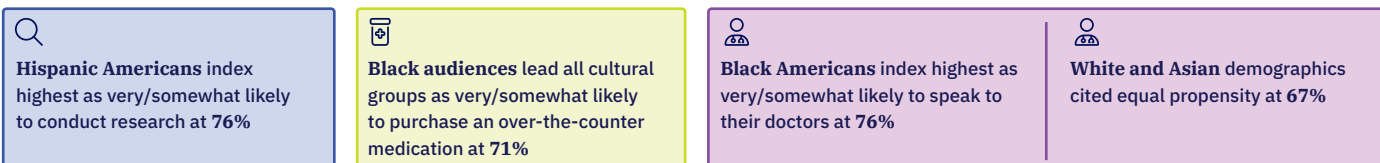


Amplify brand messaging with TV

Actions very/somewhat likely to be taken after seeing a medication ad on a cable using TV or satellite service



Multicultural spotlight



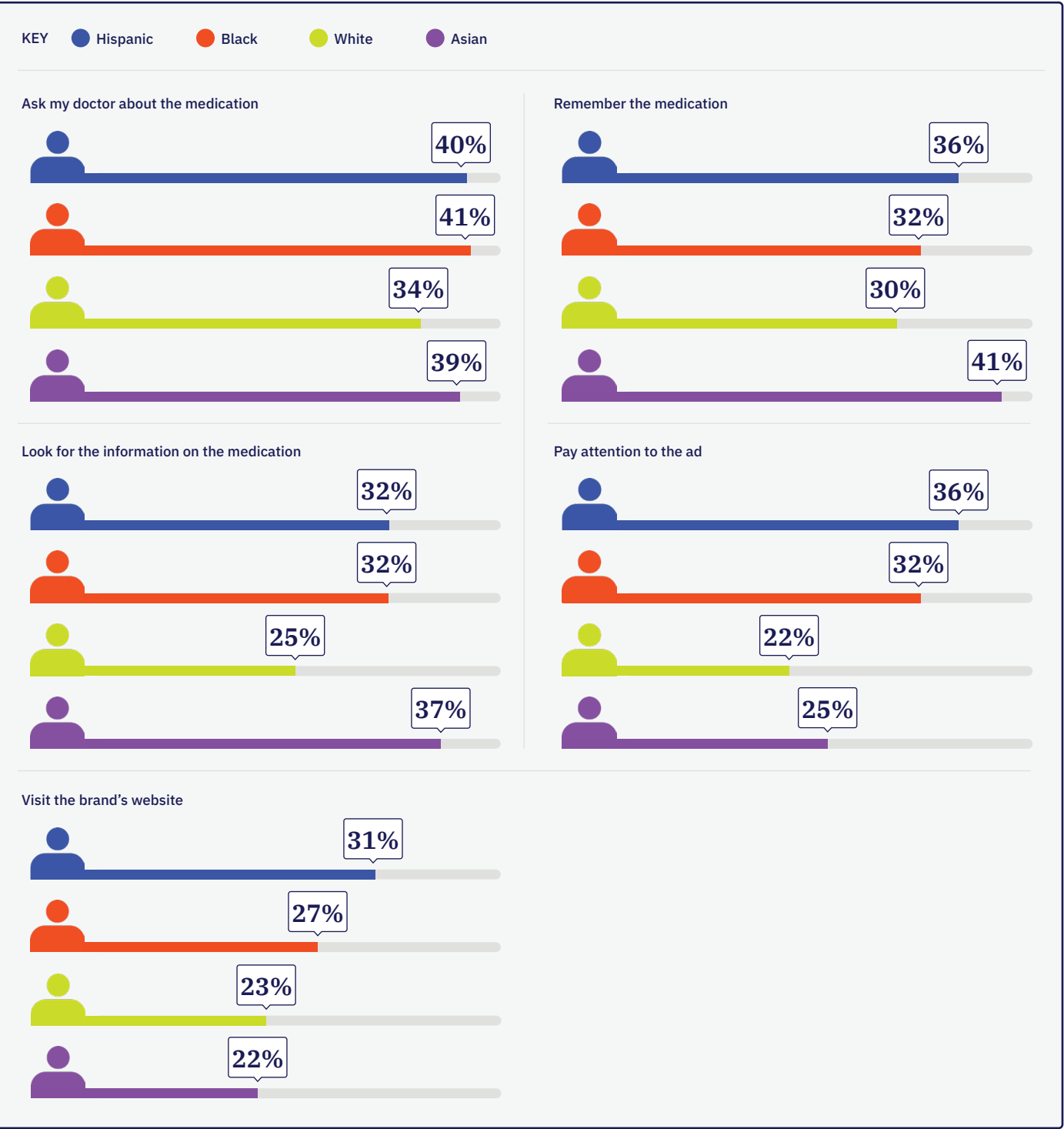
Multiple engagements across devices amplify marketing efforts

Across cultural groups, consumers are likely to take action if exposed to multiple ads across channels, at **76 percent**.

Multicultural spotlight

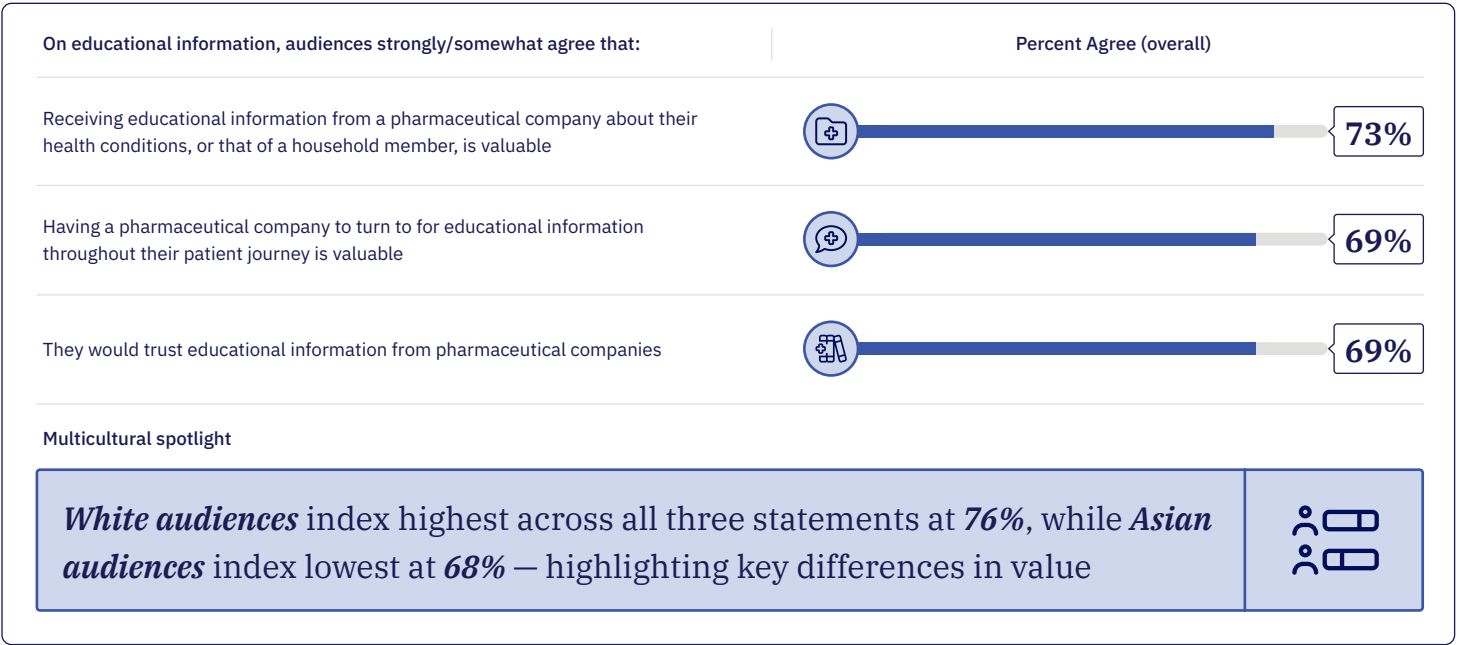
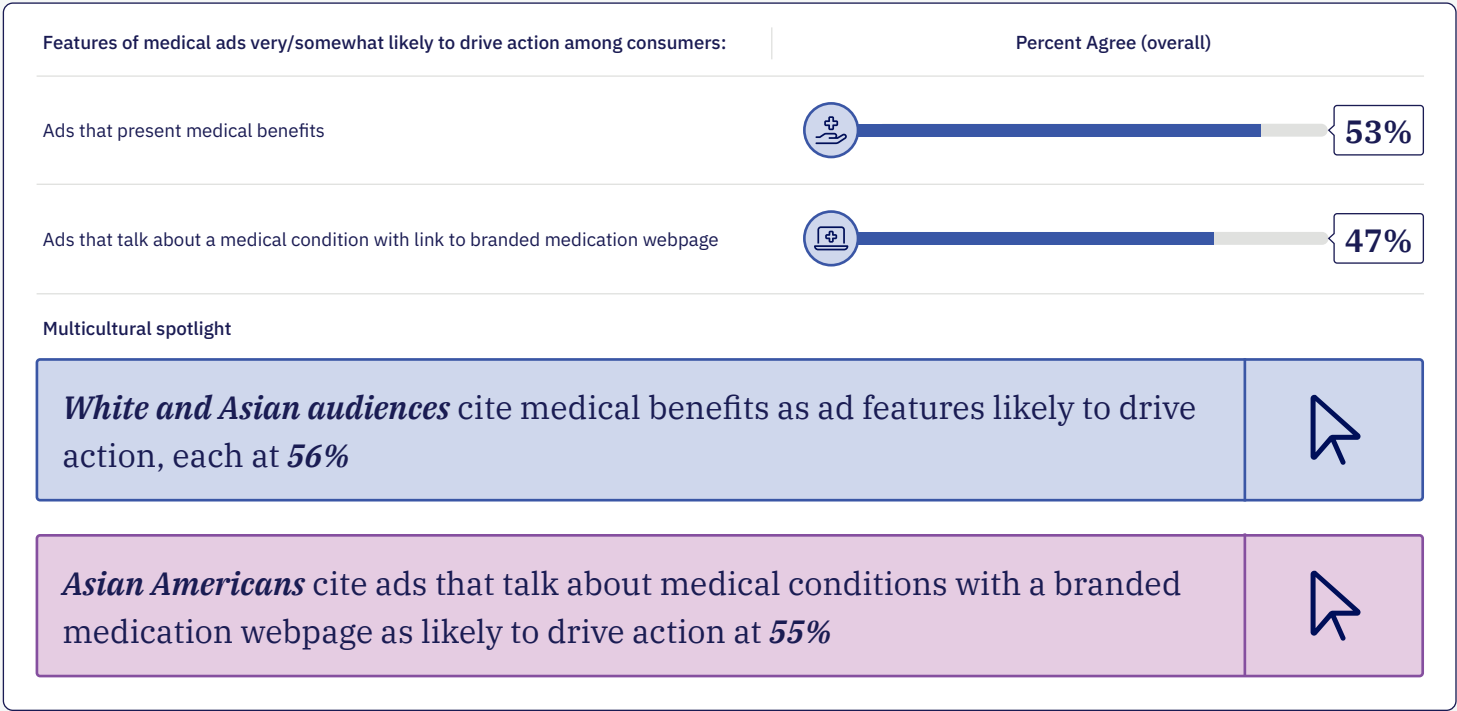
📍 **Black and Hispanic Americans** are likeliest to take action when exposed to ads across channels, at **88 and 87%, respectively**

Top actions Audiences would take:



Information and education fuel engagement

Consumers across cultural groups report information as the most critical component of encouraging action throughout the patient journey, such as visiting a brand website, researching medication, and making purchases when considering prescription or over-the-counter medications.



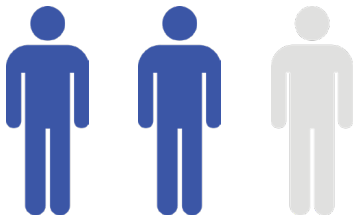


Personalization and relevance matter

When asked if personal relevance would make consumers more likely to respond to an ad for prescription or over-the-counter medication, **59 percent of consumers** responded in the affirmative. Moreover, **82 percent of consumers across cultural groups** cite that they are more likely to respond to a medication ad that is relevant to their current health condition.

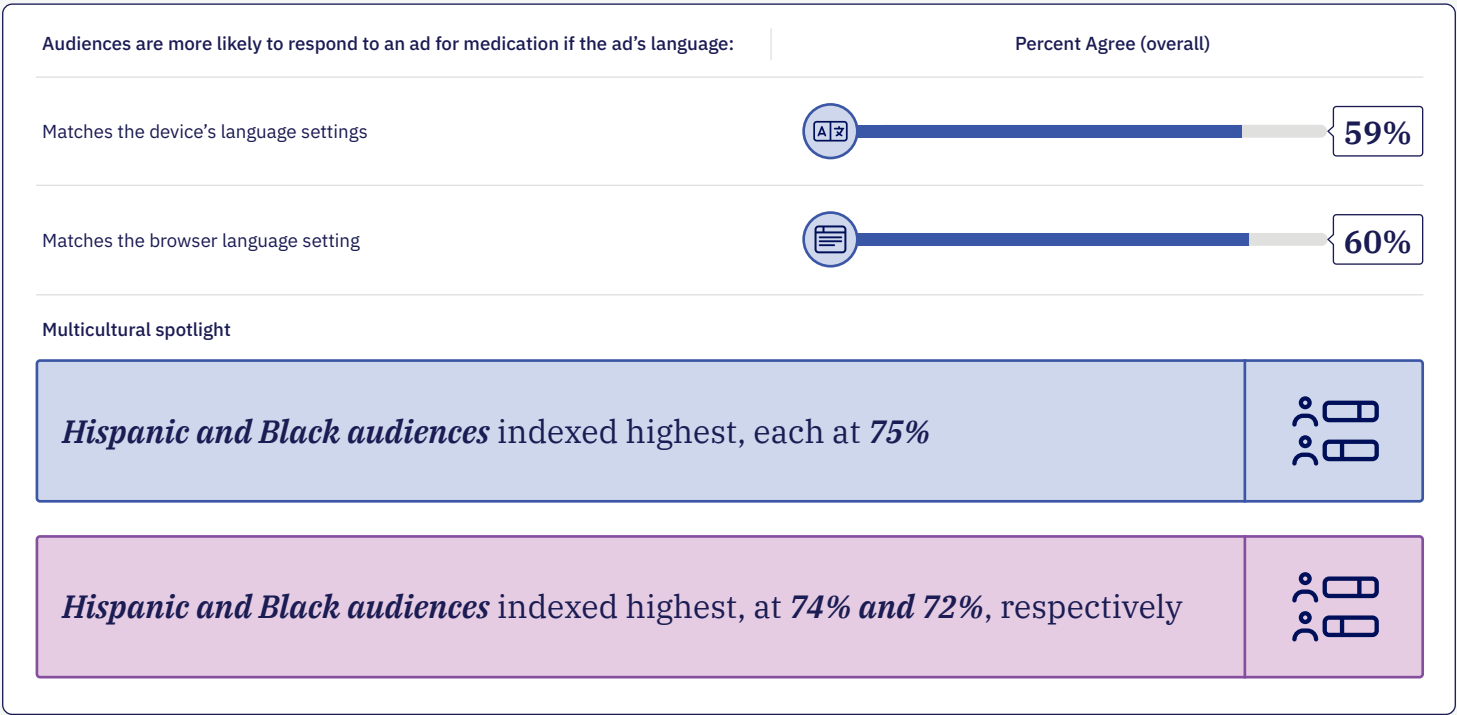
While more than half of consumers indicate that relevance is an essential component to driving engagement, unique cultural groups value factors like relevance, personalization, and convenience differently. Understanding the unique preferences of distinctive cultural groups is critical to creating relatable, personalized ad experiences that encourage action.

Nearly 2 in 3 White and Asian Americans cite ad relevance as a factor for driving response to an ad for medication



Achieving personalization via ads tailored to audience language

When curating digital experiences for multicultural audiences, it’s essential to keep the user’s preferred language top of mind.



Personalized ads deliver convenience and spark action, but appeal varies by audience

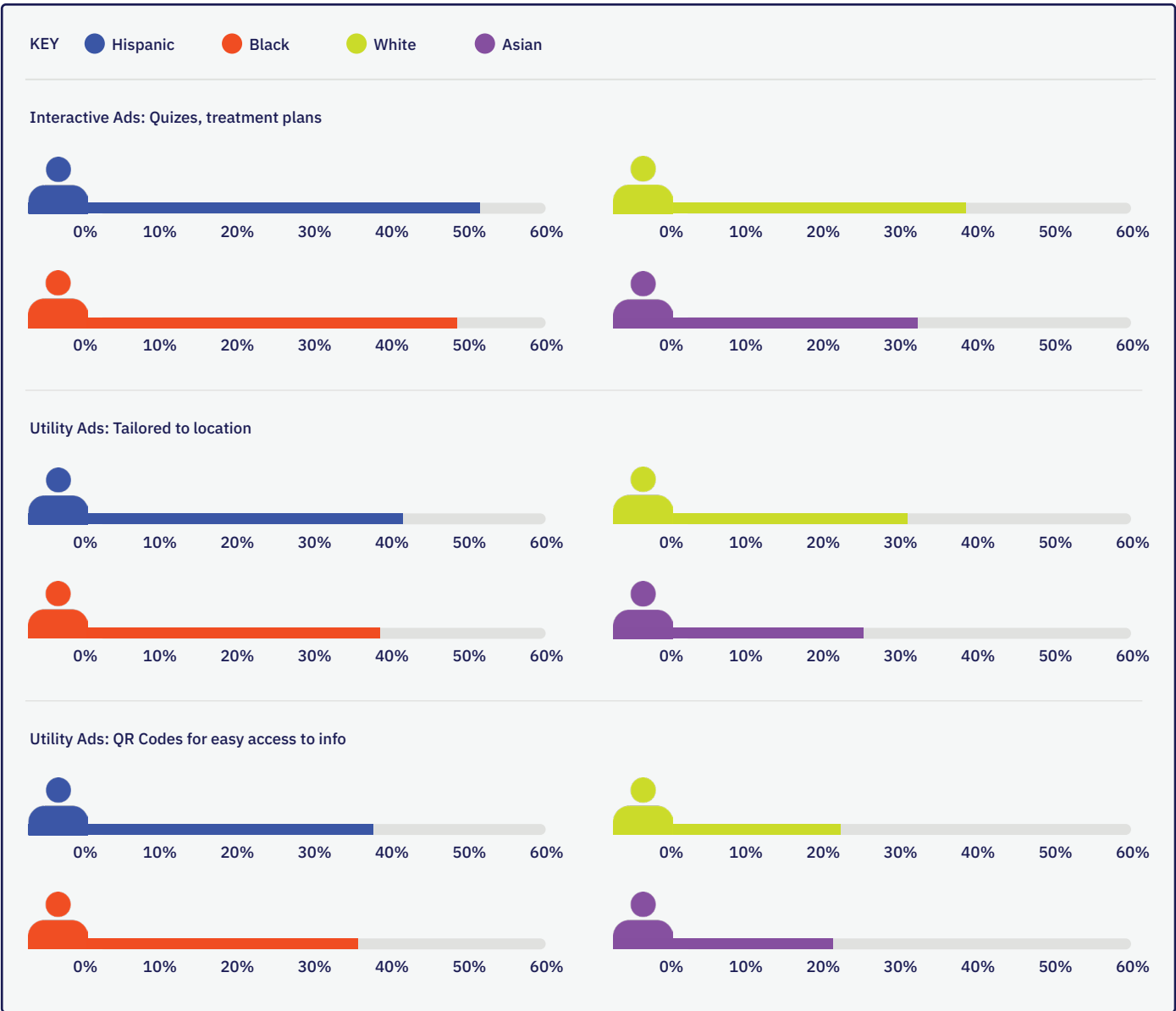
Engagement-driven ads—such as quizzes, utility tools, and QR codes—offer personalized, interactive experiences. Whether it’s helping users locate a nearby pharmacy or guiding them through a tailored treatment quiz, these formats deliver relevance and convenience in the moment. When done right, they not only capture attention but also inspire action by meeting consumers where they are with content that feels useful, not intrusive.

Multicultural spotlight

Hispanic Audiences are likeliest to take action if served ads with engagement-driven features

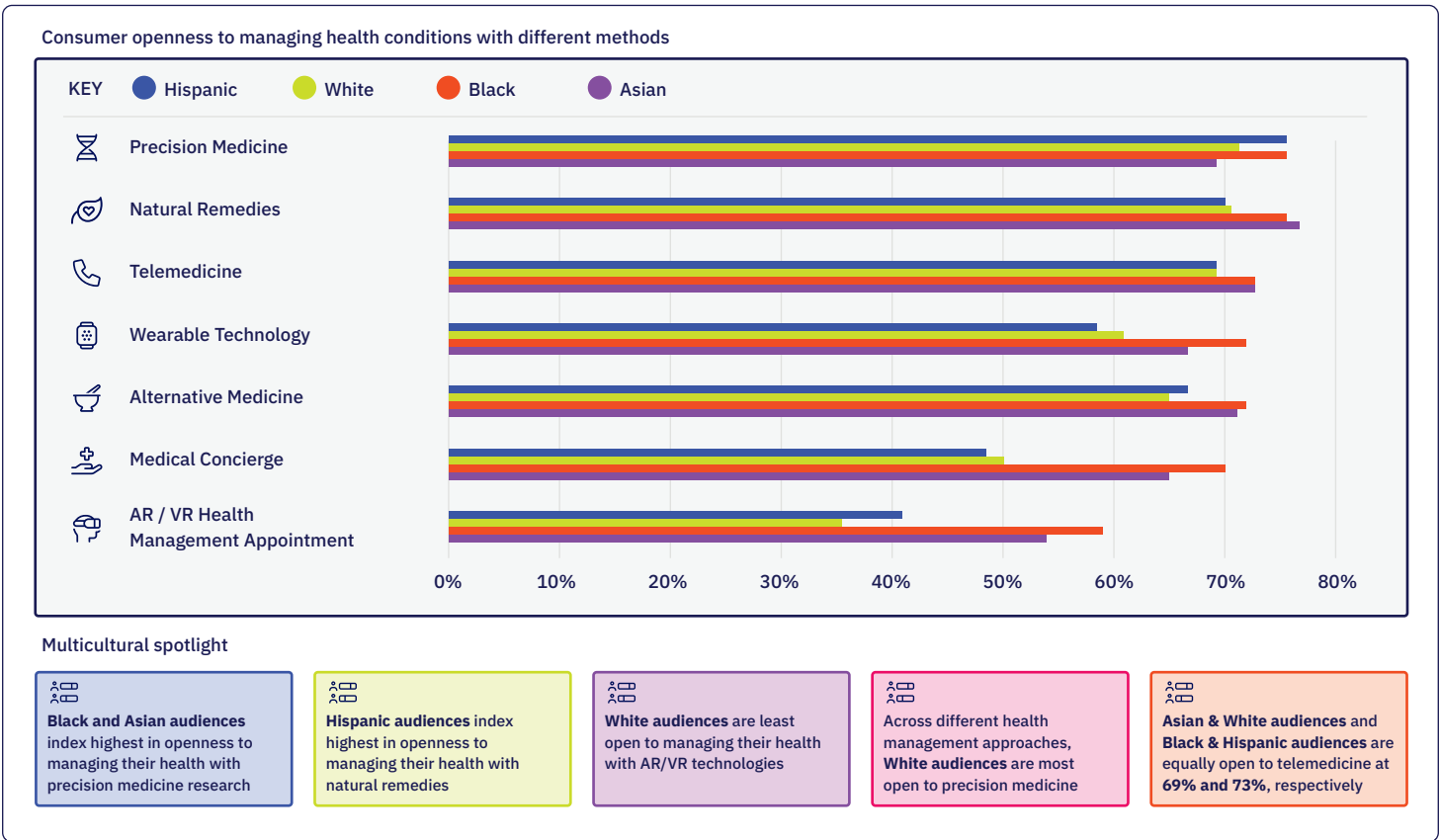
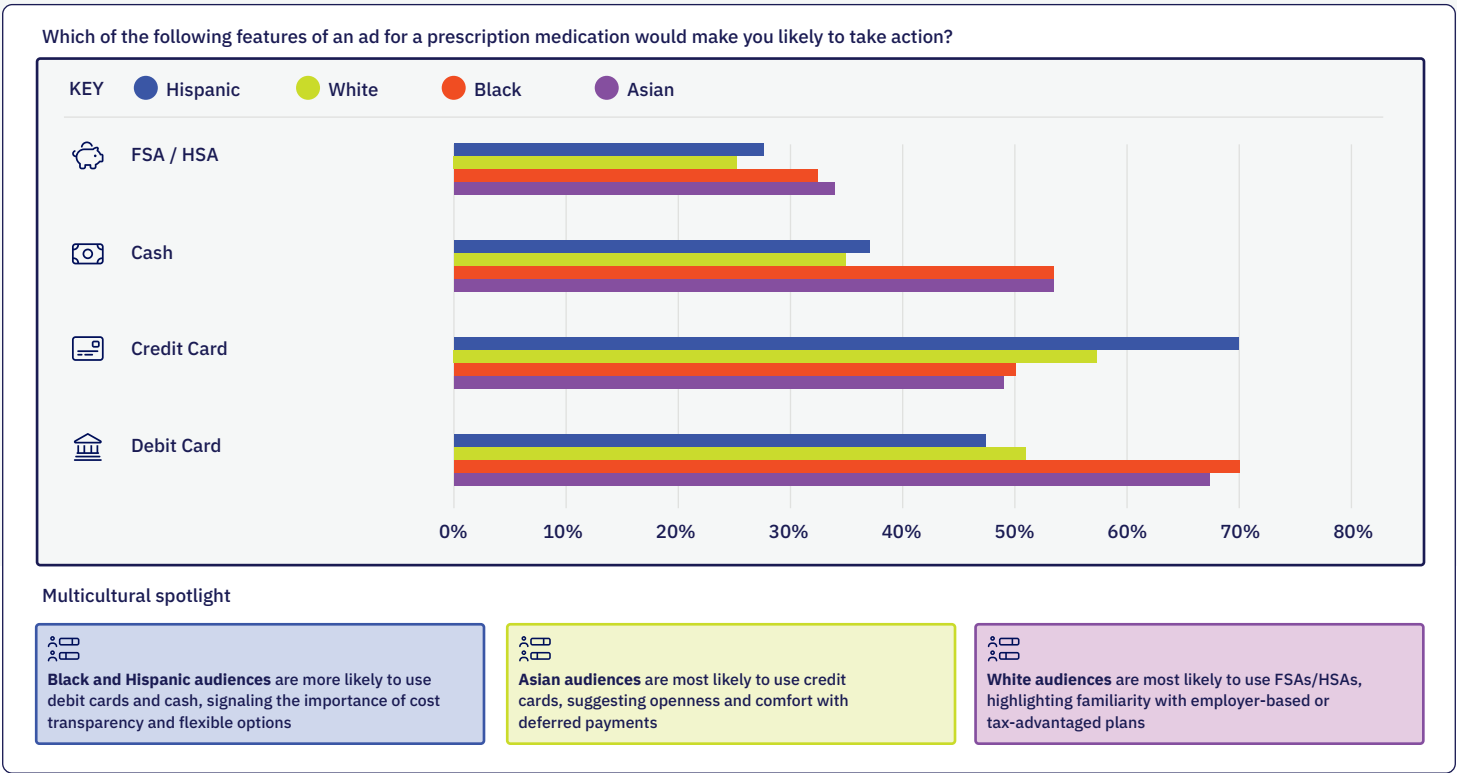
Interactive ads like quizzes rank highest among engagement-driven ad formats, across cultural groups

Which of the following features of an ad for a medication would make you likely to take action?



Payment preferences vary by audience: Personalize messaging accordingly

Understanding how unique audiences plan to cover the cost of medications is an essential component to reaching consumers with messaging that resonates by addressing their financial needs and payment behavior.



The thin line between personalization and annoyance

Regardless of demographic, audiences agree that personalization matters—but understanding where and when personalization becomes intrusive or irritating is essential to curating and delivering positive ad experiences.

Multicultural spotlight

56%

of consumers

report being very/somewhat comfortable receiving ads based on demographic information



Asian audiences are split **50/50** between very/somewhat comfortable and not at all/not very comfortable

51%

of consumers

report being very/somewhat comfortable receiving ads based on non-personal information



This sentiment is most pronounced among *White audiences* at **69%** and least pronounced among *Hispanic audiences* at **37%**

57%

of consumers

find it very/somewhat annoying when they visit a health website and then repeatedly receive ads for a related medication



White audiences are at a near-equal split between very/somewhat comfortable and not at all/ not very comfortable at **51% & 49%** respectively

55%

of consumers

are not at all/not very comfortable with AI-generated ad content



White audiences are the group with the least tolerance for AI-generated ad content