

## TOP 25 ADVERTISED BRANDS, JAN-JUNE 2014

Rank 2014	Rank 2013	Product	Company	\$ ad spending in thousands			% change	
				2014	2013	2012	2014 vs 2013	2013 vs 2012
1	3	<b>Invokana</b>	<b>Janssen</b>	\$11,294	\$4,764	\$0	137.1%	N/A
2	-	<b>Brintellix tablets</b>	<b>Takeda</b>	\$6,704	\$0	\$0	N/A	N/A
3	-	<b>Fetzima</b>	<b>Forest</b>	\$4,574	\$0	\$0	N/A	N/A
4	1	<b>Xarelto tablets</b>	<b>Janssen</b>	\$4,450	\$8,896	6,731	-50.0%	32.2%
5	150	<b>Belviq (lorcaserin HCl)</b>	<b>Arena</b>	\$3,652	\$230	\$0	1,486.8%	N/A
6	-	<b>Breo Ellipta inhaler</b>	<b>GlaxoSmithKline</b>	\$2,733	\$0	\$0	N/A	N/A
7	12	<b>Latuda</b>	<b>Sunovion</b>	\$2,380	\$1,607	\$1,301	48.1%	23.6%
8	10	<b>Eliquis tablets</b>	<b>BMS/Pfizer</b>	\$2,327	\$1,854	\$5	25.5%	35,481.8%
9	24	<b>Abilify Maintena injection</b>	<b>Otsuka</b>	\$2,160	\$1,132	\$0	90.8%	N/A
10	-	<b>Sovaldi tablets</b>	<b>Gilead</b>	\$1,974	\$0	\$0	N/A	N/A
11	139	<b>Symbicort</b>	<b>AstraZeneca</b>	\$1,798	\$257	\$0	598.6%	N/A
12	6	<b>Lyrica capsules</b>	<b>Pfizer</b>	\$1,766	\$2,403	\$2,063	-26.5%	16.5%
13	7	<b>Xeljanz</b>	<b>Pfizer</b>	\$1,738	\$2,277	\$0	-23.7%	N/A
14	-	<b>Onglyza</b>	<b>BMS/AstraZeneca</b>	\$1,517	\$0	\$673	N/A	-100.0%
15	313	<b>Exelon patch</b>	<b>Novartis</b>	\$1,503	\$76	\$33	1,880.7%	132.6%
16	8	<b>Humira</b>	<b>AbbVie</b>	\$1,496	\$2,176	\$1,628	-31.3%	33.6%
17	13	<b>Pradaxa</b>	<b>Boehringer Ingelheim</b>	\$1,482	\$1,596	\$1,497	-7.1%	6.6%
18	52	<b>Votrient</b>	<b>GlaxoSmithKline</b>	\$1,385	\$695	\$652	99.3%	6.6%
19	9	<b>Brilinta Ticagrelor tablets</b>	<b>Novartis</b>	\$1,380	\$2,134	\$1,936	-35.3%	10.2%
20	-	<b>Anoro Ellipta</b>	<b>GlaxoSmithKline</b>	\$1,363	\$0	\$0	N/A	N/A
21	21	<b>Afinitor tablets</b>	<b>Novartis</b>	\$1,350	\$1,195	\$438	12.9%	172.8%
22	61	<b>Aleve</b>	<b>Bayer</b>	\$1,303	\$652	\$455	100.0%	43.2%
23	-	<b>Granix injection</b>	<b>Teva</b>	\$1,272	\$0	\$0	N/A	N/A
24	-	<b>Brisdelle capsules</b>	<b>Noven Therapeutics</b>	\$1,216	\$0	\$0	N/A	N/A
25	-	<b>Gazyva Obinutuzumab inject</b>	<b>Genentech</b>	\$1,176	\$0	\$0	N/A	N/A