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Fans & Bananas: Viagra Ads in Japan



Hat tip to my friend [@blogaceutics](#) (Miguel Tovar) who tweeted about a "novel twist" on Viagra advertising in Japan: paper fans that promote Viagra (see above).

As reported by RocketNews24 ([here](#)), hand-held fans like these -- emblazoned with commercial messages and logos -- are popular in Japan when it gets hot. Personally, I'd rather die of heat exhaustion than use these fans in public! (although I'd love to get my hands on one :-)

According to RocketNews24, "while many applauded the creativeness of these fans, many net users wrote it off as 'gay' or 'just for fujoshi.'" According to wikipedia, fujoshi is a self-mockingly pejorative Japanese term for female fans of novels that feature romantic relationships between men.

The Viagra fans are from a few years back, and some commenters say they received them at various events. "It's a testament to its effectiveness how even after so long someone can still rack up over 12,000 retweets from posting it."

The fans may be an effective marketing ploy, but are not very effective in keeping you cool. Perhaps, like Viagra, only 25% of men find them effective?

But I have an even BETTER Viagra marketing idea.

Have you noticed the peeled bananas depicted on these fans? What if Pfizer were able to make a deal with Chiquita Bananas to put its logo on bananas sold in Japan? That might even be more effective as a viral marketing ploy and appeal to dirty old men who like to see girls eating bananas (there must be a pejorative Japanese term for such men).



About the Author



PharmaGuy

Pharmaguy™ ([@pharmaguy](#)) is a "constructive critic" of the pharmaceutical industry. He is not shy about giving his

opinion, which is respected by many insiders who share some of his views but who are unable to voice them on their own.

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OK, I'm getting carried away with all this, but I found one more interesting image in my research on wikipedia: some banana plants have female flowers that have petals and other flower parts at the tip of the ovary that resemble male genitalia, testes and all:



Or is it just me that sees this?

MEt f p G+ Posted by PharmaGuy at 7:32 AM

3 comments:

 **FERNANDO COMAS/PHARMACOSERÍAS** 4:30 AM
This viagra ad this is not from japan is korean.
http://fooyoh.com/menknowpause_lifestyle_living/4546709

<http://pharmacoserias.blogspot.com/es/>

Regards

[Reply](#)

Bimakuru 2:43 AM

lucu... hahahhaa :))

[Reply](#)

 **Addison Conroy** 7:06 AM

Many an afternoon has been enjoyed by a family, bonding over the discussion of [viagra](#). While it is becoming a hot topic for debate, there are just not enough blues songs written about viagra. Inevitably feelings run deep amongst global commercial enterprises, who are likely to form a major stronghold in the inevitable battle for hearts and minds. Hold onto your hats as we begin a journey into viagra.


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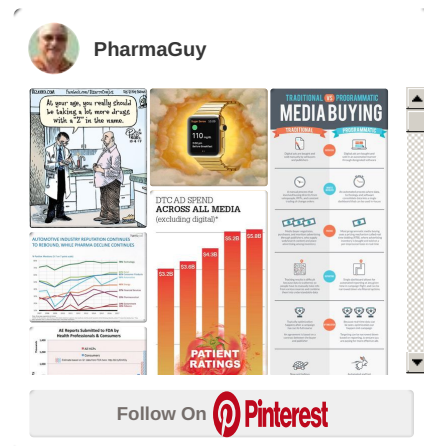
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PharmaGuy

As your age, you really should be taking a lot more drugs with a "P" in the name.

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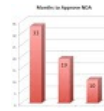
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It's my 71st birthday and I decided it's a good time for me to move on to a new role. Unbelievable, right? John "PharmaGuy&qu...

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As reported by Bloomberg : Federal prosecutors in Connecticut began a criminal investigation into Purdue Pharma Inc.'s marketing of the C...

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01/15/18 7:53 am

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Drop in U.S. Life Expectancy

Despite Hope in New Drugs According to the CDC, the average life expectancy at birth in the U.S. fell by 0.1 years, to 78.6, in 2016, following a similar drop in 2015. This is the first time in 50 years that life expectancy has fallen for two years running. In 25 other developed countries, life e...

01/15/18 7:50 am

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Pfizer's "Dick" Move

Raises Price of Viagra Pfizer, the largest stand-alone pharmaceutical company in the US, raised the average wholesale price of 148 drugs by between 6 and 13.5 per cent, according to data, with a mean average increase of 8.8 per cent.

01/15/18 7:48 am

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Glossary (A-J)

Adequate Provision
An alternative way for drug companies to provide risk information about a drug. More...

Adherence
Compliance + Persistence.

Adverse Drug Reaction (ADR)
An adverse drug reaction (ADR) is an injury caused by taking a medication.

Adverse Event (AE)
A health-related event associated with the use of

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<u>Label/Labeling</u>	Description of a drug and references published for use by medical practitioners
<u>Key Account Manager (KAM)</u>	A Key Account Manager has overall responsibility for ensuring patient access and growth of all brands in a specific disease franchise.
<u>Key Opinion Leader (KOL)</u>	A KOL is a physician who influences other