

# Pharmaceutical Branding Strategies

Thought leader perspectives on brand building, effective communication and future brand models

Some of the leading brands profiled in this new report...



With expert findings from...

- David Wood, CEO, Interbrand Wood Healthcare
- Max Jackson, President, Publicis Healthcare Group International Division
- David L. Stern, Executive Vice President, Metabolic Endocrinology, Serono Inc
- Jeff Daniels, Strategic Branding Consultant, Grey Healthcare Group

And many others...

Identify the strategies that will ensure you build sustainable and profitable brands with the help of this new report.

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**Pharmaceutical Branding Strategies: Thought leader perspectives on brand building, effective communication and future brand models** provides a unique insight into the best practices of leaders at the forefront of shaping pharmaceutical industry branding. The report provides expert analysis on key branding issues and their impact on DTC marketing, PR, corporate communications and Rx to OTC switching, and also forecasts future brand models. **Understand how branding is changing and how brand owners can maximize the value from their brands.**

**Use this report to benchmark your branding strategies against those of the industry's leaders and ensure that your company is maximizing profit by effectively building and communicating brands.**

### Key quotes from the industry experts...



Interbrand Wood Healthcare

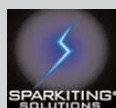
**Rebecca Robins, Global Marketing Director, Interbrand Wood Healthcare**

"The brand name is the public face of the brand, but it is one element of an integrated proposition ..., it should always be considered within the context of the overall strategy for the brand and should be leveraged as part of a cohesive whole, comprising name, supporting nomenclature, messaging and brand graphics."



**Karen Friedman, Karen Friedman Enterprises, Inc**

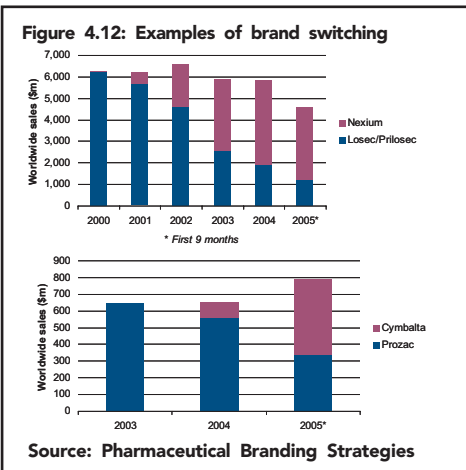
"GSK's commercials, looking to educate people as to how long it takes to develop a new drug, ... were very well done, they were very personal, and I think that they quietly educated the consumer and in some ways bridged the gap [between consumers and the pharmaceutical company] a little bit."



**David Griffith, President, Sparkiting Solutions LLC**

"Poor brand planning for a clear brand promise prevents the potential of a relationship in newly launched brands. For existing brands, relationships are weakened when the promise loses clarity or tries to extend beyond the branding that formed the relationship."

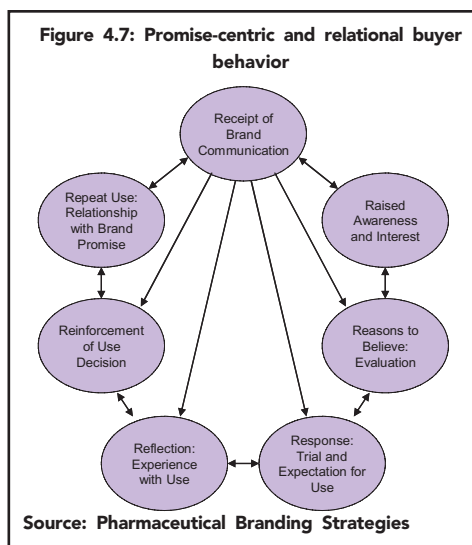
## Key questions answered in this report



"Prozac is a ubiquitous brand, where everybody knows Prozac and what it does. However, when it went generic, rather than investing and trying to keep it as a cash cow, Eli Lilly just switched its investment into developing Cymbalta as a replacement brand..."

- How can branding be coordinated across different audiences and lifecycle stages?
- What steps can pharmaceutical companies take to promote a positive corporate image?
- How do you build sustainable brand equity in a commoditized market?
- Which companies have been particularly successful at leveraging brand names?
- Should branding be promise or product-centric?
- Why is it important to develop a brand at the global, rather than local, level?

## Top five reasons to order your copy today



"The pharmaceutical industry has resided in the "right half" of the model with a product-centric approach. Pharmaceutical companies need to strengthen the left half of the model and address the entire spectrum with a promise-centric approach in order to optimize brand communication..."

- **Understand a number of cutting-edge, independent perspectives, practices and projections in pharmaceutical branding**, to enable you to identify best practices and strengthen your competitive position.
- **Learn how corporate brand equity can help to build a clear and consistent brand promise**, and ensure customer loyalty and profitability in an increasingly competitive environment.
- **Assess actionable recommendations for effective branding strategies across the product lifecycle** - for those drugs currently in development and those on the market.
- **Develop a coherent and unique emotional positioning for your brand** which helps safeguard product value in the face of competitor brands and generics.
- **Understand the importance of PR and word-of-mouth communication for maintaining brand credibility through a crisis and ensure** that your brand is able to maintain its position in the market.

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