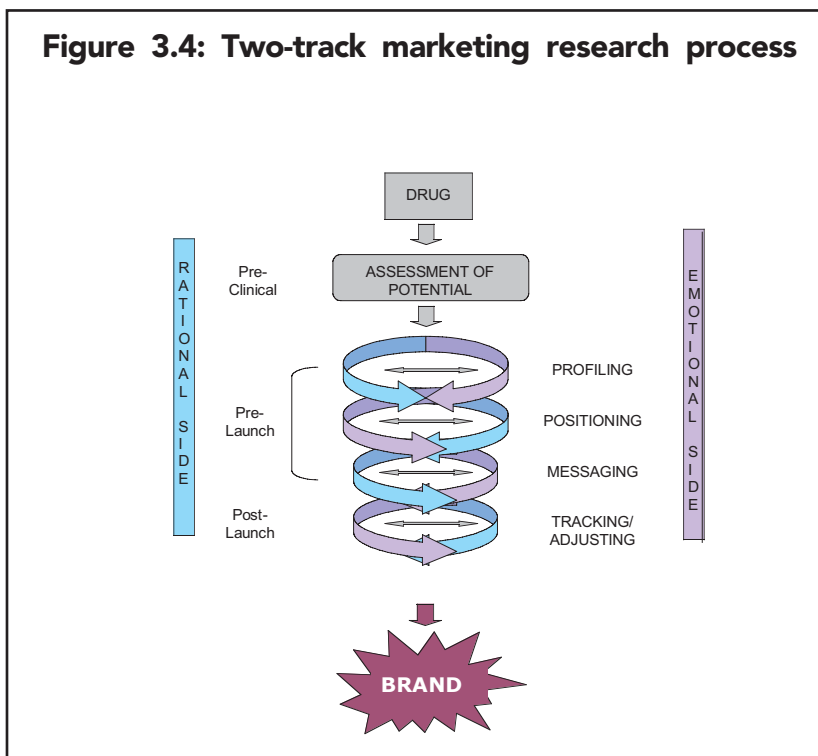


Winning Pharmaceutical Brand Management

Maximizing brand value through best practice in brand development and product marketing

Figure 3.4: Two-track marketing research process



Maximize the commercial performance of your products from initial launch to product maturity with the help of this new report...

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Figure 2.1: Brand management phases across the product life cycle



Source: Winning Pharmaceutical Brand Management

"Brand management initially needs to become involved with a product prior to proof of concept (i.e., phase 2 studies), when the company does not yet have a good understanding of whether or not a molecule or compound has the potential to become a product ..."

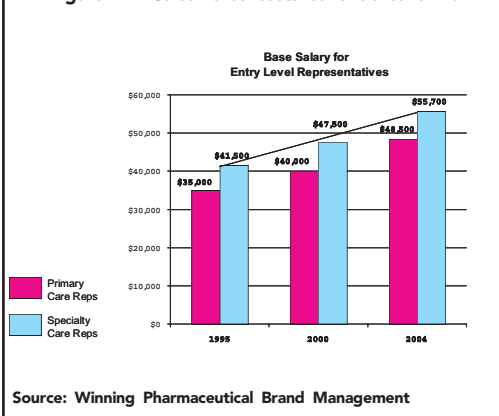
Rising levels of commercialization costs and declining R&D productivity levels have meant that pharmaceutical companies are seeking new ways of maximizing the commercial performance of their products throughout the product lifecycle.

'Winning Pharmaceutical Brand Management: Maximizing brand value through best practice in brand development and product marketing' is a new report from Business Insights in which 12 leading industry experts explore the process of managing a brand across the product lifecycle. Analysis and research techniques and marketing communication channels are evaluated, to ensure that you can successfully develop and track your brand and target promotion to a wider range of customer groups.

Use this report's unique analysis of co-promotion activities, reimbursement and distribution models in specialty pharmaceuticals and franchise brand management to understand some of the core issues that are currently impacting the pharmaceutical brand management process.

Key findings of the report...

Figure 4.7: Sales force costs continue to climb

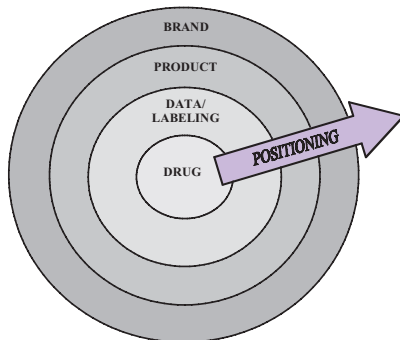


"Why, or by what measure, has the current pharmaceutical sales model become inefficient? To begin with, consider that the average primary-care pharmaceutical sales representative costs between \$170,000 and \$185,000 per year, fully loaded. That figure includes base salary, benefits, training, sales force automation (SFA) and allocations of field-force-specific overhead. These costs can be expected to continue to climb..."

- **With no established 'best practices' in brand management**, those tasked with steering brands around the various hurdles and challenges presented by pharmaceutical markets must use all available learning and experience to help build the leading brands of the future.
- **Increased discipline in the brand management process will be the best way to identify and exploit potential competitive advantages to ultimately maximize the commercial potential of the brand.** In order to evaluate commercial strategies, brand managers increasingly define specific metrics to track the effectiveness of their strategies and make course corrections.
- **One of the most fundamental aspects of marketing research is the contribution it makes to product branding.** That is, to creating a unique brand identity that transcends the objective, clinical performance and pharmacology of that product.
- **A variable sales force structure consists of a core internal team of highly trained sales representatives selectively augmented by highly motivated custom-built field forces.** These custom teams will address everything from new product launches requiring additional temporary manpower to ongoing support for mature or declining products.

Key questions answered in this report

Figure 3.3: Expanded positioning process



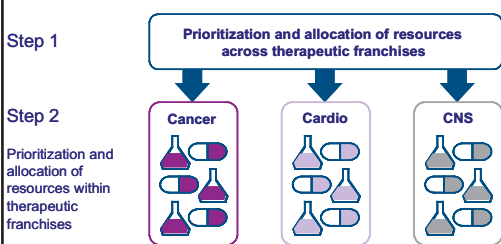
Source: Winning Pharmaceutical Brand Management

"The conventional left-brain centered positioning process is sometimes described as "product crafting," to distinguish it from merely communicating the clinical features and benefits contained in the approved label. The concept of creating a brand takes this a quantum step further, more fully integrating the right-brained dimensions of feeling, emotion, relationship, etc. into the positioning process..."

- How does brand management track the product lifecycle?
- Which brand research and analysis techniques should be applied at each stage of the product lifecycle?
- How can partner companies effectively work together to build co-promoted brands?
- What impact will patient-to-patient communication have on the control pharma companies' have over brand perception?
- How can reimbursement and distribution models be implemented to maximize brand value to the 'customer'?
- How important is franchise brand management in building sustainable 'customer' relationships and brand loyalty?

Top five reasons to order your copy today

Figure 5.17: Portfolio optimization between and within therapeutic franchises



Source: Winning Pharmaceutical Brand Management

"Portfolio management issues exist between and within therapeutic franchises. Portfolio optimization efforts look to ensure that therapeutic franchises are prioritized in order to allocate resources effectively and efficiently. Within franchises, individual products and R&D programs must also be prioritized in order for resources to be allocated to ensure the return on investment within each franchise is optimized..."

- **Gain in-depth knowledge of all aspects of brand management** through perspectives taken directly from key opinion leaders in brand development, research and analysis, and marketing communication.
- **Identify the responsibilities and resources required at each stage of the brand management process**, ensuring that you implement these best practices into your current and future branding strategies.
- **Evaluate alternative marketing strategies**, such as new customer segmentation models, variable sales force structures and exploitation of the digital world, to improve dialogue, patient loyalty and ROI.
- **Build sustainable value and combat the generic threat** through implementing a franchise brand strategy to prioritize your portfolio around customer needs.
- **Understand the ways in which Eli Lilly and ICOS were able to work together to successfully launch and position Cialis** to compete against one of the world's best known brands Viagra.

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 - Lynn Benzing, President, Patient Marketing Group
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 - David A. Galardi, Senior Vice President, Marketing and Development, Apogenics Healthcare, Inc.
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 - Susan Isenberg, Executive Vice President and General Manager, Health, Edelman
 - Robin Koval, President, the Kaplan Thaler Group
 - Darius Naigamwalla, Senior Vice President, Brand Management Practice, Campbell Alliance
 - Carl V. Sailer, Vice President of Marketing and Business Development, PDI Performance Sales Teams
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