

The Use of Marketing Research in Developing a Brand's Equity in the Pharmaceutical Prescription Market

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**presentation by
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A Unique Mechanism of Action

The Focus of the Talk

- Brief Introduction
- Specific types of Market Research that should be conducted to optimize a Brand's Equity
 - At a corporate level
 - At the local country level
- Discussion of the future marketing challenges
- Panel Q & A

The Introduction



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Introduction

- **Brand Equity** – can be described as the “value” a brand brings to the company in a holistic sense.
- **Brand Equity** is more than an intrinsic value placed on the product, it encompasses everything that a “consumer” thinks, feels, and knows about a brand.



Introduction (continued)

- The aim for marketing is to optimize all the elements that help to **build** a brand's identity.



What are they?

Introduction (continued)

- **The aesthetics of the formulation** – its sensory characteristics.



- The approved /generic name – encouraging its complexity when registering.
- **The Brand Name-** its associations with color, adjectives/descriptors- ease of pronunciation, recall, possible confusion with others etc.
- **Graphic Style** of the name- what is conveyed plus implications from any “tag lines”

Introduction (continued)

- **Packaging** – aesthetics, positive benefits, value of package insert aimed at the end user.



- **Pricing** – an important component given its significance in helping to support the brand's position.
- **Positioning** – developed to create its unique identity.
- **Advertising** – optimizing the “tone” and imagery to convey the composite communication of what the brand offers.

Introduction (continued)

- Can market research play a role in helping to optimize any or all of these components?

Absolutely!

Introduction (continued)

- We should classify the prescription medicines market as “Fast Moving Prescription Goods” or FMPG! ---- Why?



- A physician will often make **40 -100 such decisions** for a specific type of prescription product per week!
- An ordinary consumer will make only a few choices per week for specific products

Introduction (continued)

Where do you think Branding is most important?

The Use of Marketing Research



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Where can MR be of most benefit?

- At the corporate level



- At the local country level



The Product Aesthetics

- Color, shape and other characteristics can be important factors which must not be underestimated in gaining brand recognition and increasing brand equity.
- “Sensory” research evaluation can be extremely helpful in optimizing the product’s features and avoiding negative associations:
 - Red - not a good color for anti-inflammatories.
 - Some capsule sizes are disliked.
 - Effervescent tablets perceived as “old fashioned”

The Product Aesthetics (continued)

Examples

- **Moduretic** - a “peach” colored diamond shaped tablet
- **Nexium** - the “purple” pill
- **Emcor** - orange heart shaped tablet.
- **Fosamax** - white oval tablet with “bone” etched logo on one side.
- **Mogadon** - white etched tablet with Roche and closed eyelids forming a “face” on one side.
- **Viagra** - blue diamond shaped with Pfizer etched on one side.



The Name

- Ensure that the generic/approved name is not too easy to recall!
- Although the brand name may already have been selected, MR can play a valuable role in the selection of the name or in identifying the characteristics of a name, even after it is chosen.

The Name

- Also examine:
 - Ease of pronunciation
 - Associations with the name
 - Similarity/confusion
 - Any therapy/product links implied
 - Recall /accuracy of spelling

The Logo

- Examine:
 - What the graphics convey.
 - Reaction to specific characteristics illustrated.
 - Response to taglines – what do they convey/mean.

Zetia[®]
(ezetimibe)
Add strength with confidence.

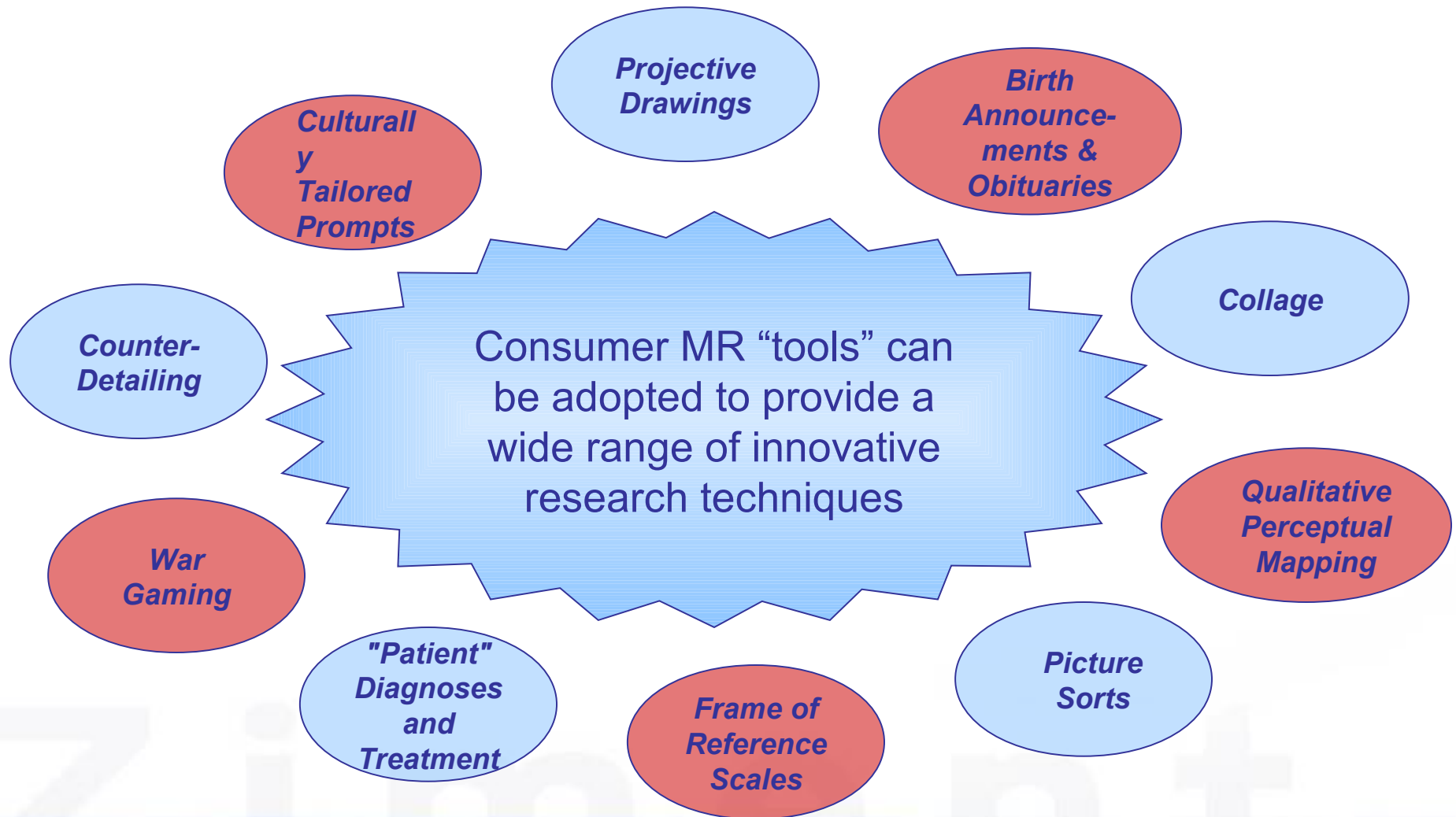
The Logo (other examples)



The Pack and Package Insert



Developing the **Brand Identity**



Brand Positioning

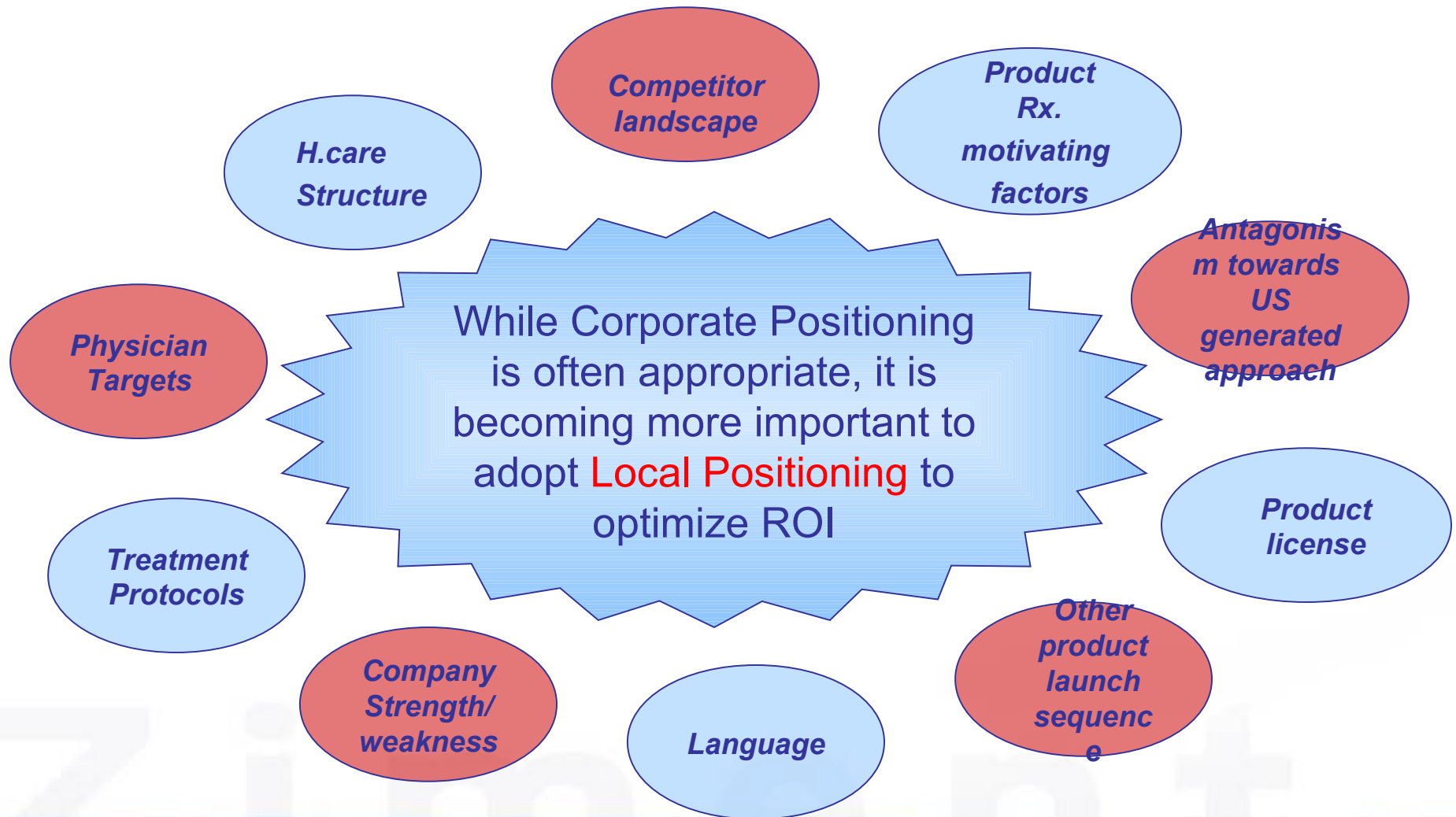


Corporate Level

or

Local Country Level?

Brand Positioning (continued)



Brand Positioning Can be Affected by the License



Start controller therapy with **SINGULAIR**[®]

In patients with chronic asthma requiring more than a short-acting beta agonist...

SINGULAIR[®] Improved Symptom Control

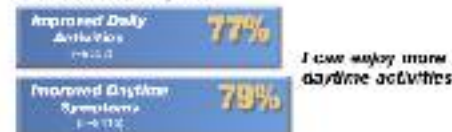


Control with **SINGULAIR** was comparable to that of inhaled steroid therapy

SINGULAIR helped patients feel better

In a practice survey (US Good Control Program) of more than 6000 patients taking SINGULAIR, many experienced substantial improvements in their daily lives.^{1,2}

Effects on Daily Life



Nocturnal Symptoms



Many Patients Also Reported...



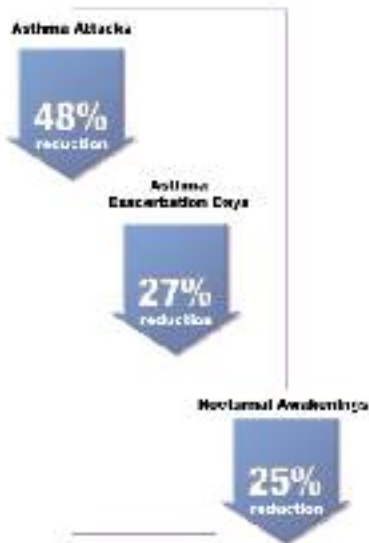
TARGET DAILY
SINGULAIR[®]
(montelukast sodium, MSD)

Brand Positioning Can be Affected by the License

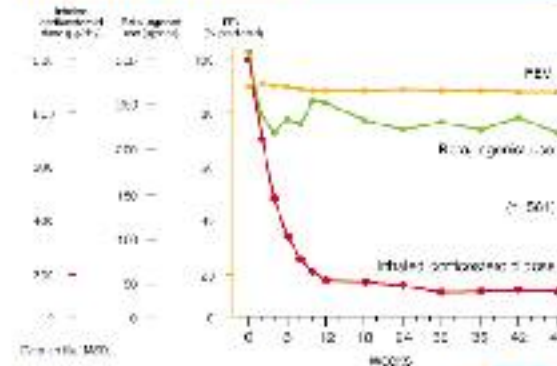


Improve symptom control with **SINGULAIR™**

SINGULAIR When Used with an Inhaled Steroid Further Improved Symptom Control...



SINGULAIR Maintained Asthma Control with Lower Doses of Inhaled Steroids™




- Despite a 40% reduction in mean dose of inhaled steroid by week 48, patients maintained control, as defined by FEV₁ and rescue-steroid use.
- 57% of patients were able to taper the dose of steroid completely.

TARGET DAILY
SINGULAIR™
(montelukast sodium, MSD)



Testing Communications - e.g. Prevenar



Welcome to Prevenar.com

This site is intended to be viewed by
non-US health care professionals only.
If you are a US health care professional,
please visit: www.prevnar.com

If you are not a health care professional,
please visit: www.wyeth.com

Testing Communications - e.g. Prevenar

(continued)

Overall:

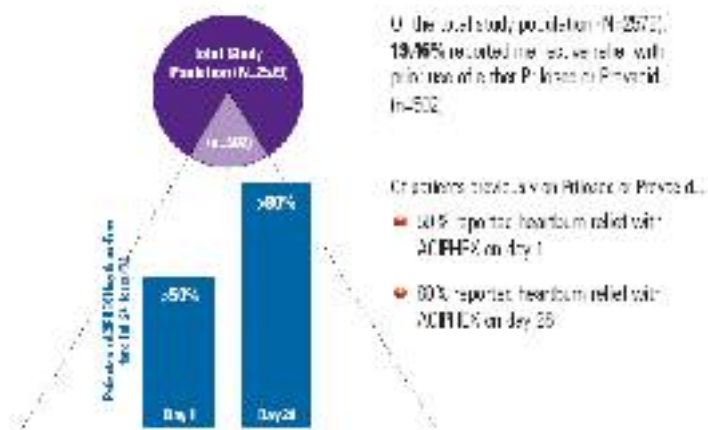
- Very positive because it:
 - bright/colorful/eye catching
 - greatest impact on physicians
 - Conveys health and normal life
 - Conveys prevention and protection
 - Is informative

Messages conveyed:

- Indicated for children under two years
- Preventative treatment against ***Invasive Pneumococcal Disease***
- Complete defence/total protection
- Conveys the seriousness of the disease

Detail Aid Testing

ACIPHLEX provides complete heartburn relief for patients whose prior PPIs were ineffective¹



¹ Data are based on the results of a clinical trial (NCT01101001) comparing ACIPHLEX to a placebo in patients who were free from heartburn at baseline. The study was conducted in the United States and included patients who were free from heartburn at baseline. The study was conducted in the United States and included patients who were free from heartburn at baseline. The study was conducted in the United States and included patients who were free from heartburn at baseline.

Aciphex
rabeprazole sodium
15 mg/20 mg
www.aciphex.com

Measuring the Brand over time



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Measuring the Brand over time

- Assess the Brand's developing image via “metric” evaluation.

Association of IV Antifungals with Key Attributes

1= Not at all associated 10=Highly associated

	Efficacy Candida	Efficacy Aspergillus	Safety
BRAND X	8.5	8.5	7.5
Lipid Amphotericin B	8.4	8.2	6.7
Brand B	8.4	8.5	7.4
Conventional Amphotericin B	8.1	7.7	5.0
Brand A	7.8	3.2	7.4
Brand C	7.5	6.7	6.7

(± 0.6 is significant at 95%)

Base 105)

Association of IV Antifungals with Key Attributes

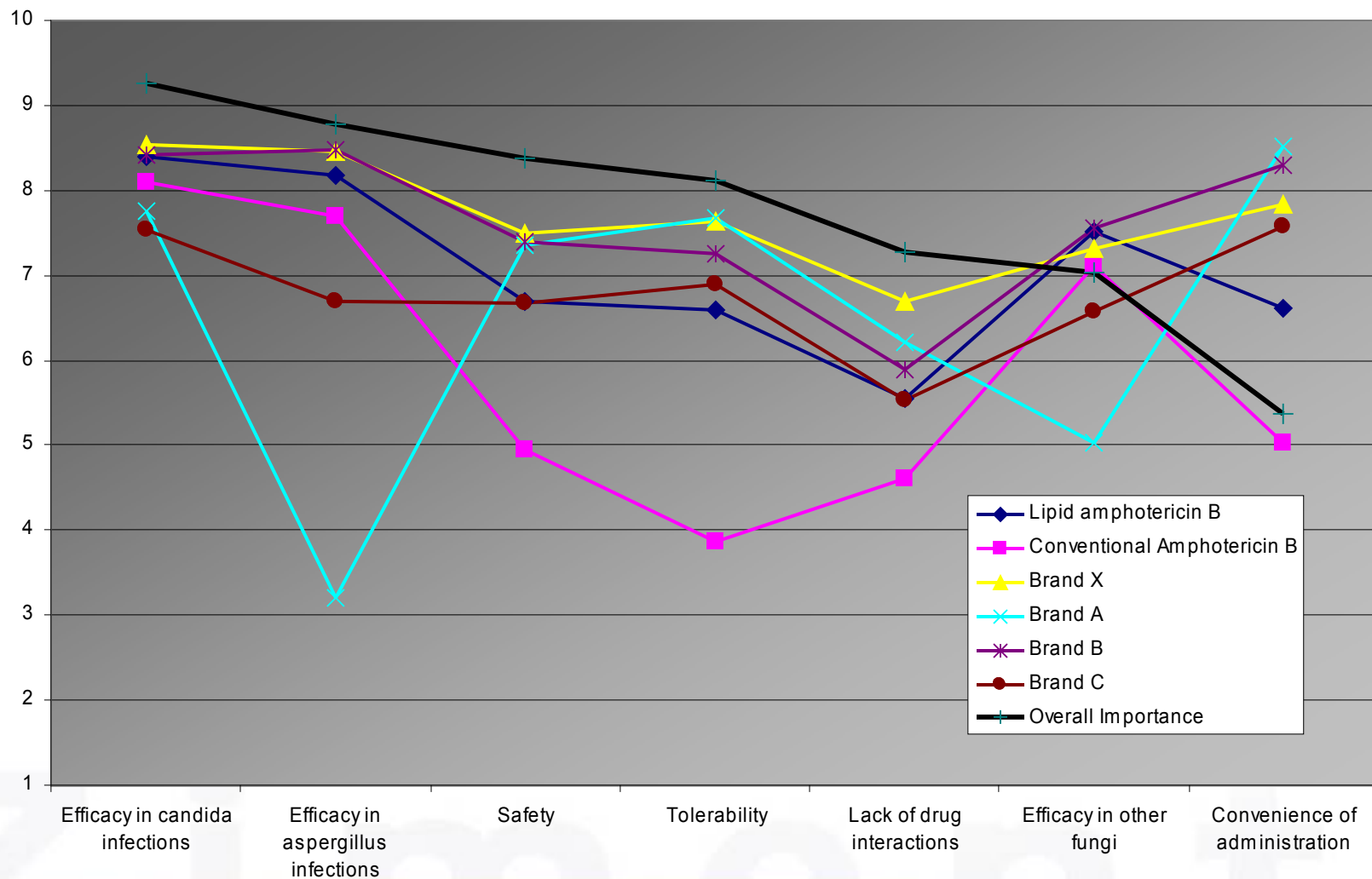
1= Not at all associated 10= Highly associated

	Tolerability	Lack of drug interactions	Efficacy in other fungi	Convenience of administration
Brand A	7.7	6.2	5.0	8.5
BRAND X	7.6	6.7	7.3	7.8
Brand B	7.3	5.9	7.6	8.3
Brand C	6.9	5.5	6.6	7.6
Lipid Amphotericin B	6.6	5.5	7.5	6.6
Conventional Amphotericin B	3.9	4.6	7.1	5.0

(± 0.6 is significant at 95%)

Base 105)

Product Assessment by Attribute



Measuring the Brand over time

- Post “detail” testing
 - To examine the key messages being recalled
- Brand dynamic modeling
 - To establish the key brand drivers (marketing)
 - To quantify the brand drivers
 - To specifically assess price sensitivity.

Brand Dynamic Modeling

- The small intrinsic growth dynamic behind market share (4 % a year), identified within the Serevent dynamics a year ago, has been maintained in the face of significant competition
- Price sensitivity declined further,
 - *our identified dynamics predict a further lowering of Serevent's price elasticity over the next year, down to -0.5*
- The brand was being under funded despite positive and quantifiable impacts from specific types of promotion.
- The company was advised to re-affirm “the company’s belief” in the brand

The Future Marketing Challenges



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Future marketing challenges

- Increased pressure to Rx generically
- Automatic computer generated generic scripts
- More targeted treatments
- Shorter time on market before competitors challenge the position of the brand
- Greater need for **Local** branding input.
- Important to communicate the “consequence” of product attributes rather than the attributes themselves
- Increased need to combine additional service benefits to increase loyalty to the Brand (**its Equity**)
- Recognize the importance of the patient in Branding

A Summary of the MR Discussed

Type of MR	Sample	Method	Corp./Local
Aesthetics	100+ pts	internet	C
Name	40-50 Phys	Tel/on line	C
Logo	20 IDI's Phys	Central Location	C
Pack/ Pack insert	20-30 Pts IDI's	Central Location	C
Brand Identity	2/3 F.G.	Focus Groups	C (L)
Brand Positioning	15 IDIs/ +50 Phys	Qual and Quant	C / L
Detail test	15-20 IDI's	Central Loc	(C) L
Ad Test	40-50 Phys	FtF/On line	(C) L
Metrics	60-100 Phys	Tel/On line	(C) L
Post detail	20-30 Phys	Tel	L
Brand Dynamic Modeling	None	Sec. data Analysis	L

Thank You!

