

How to Build Successful Brands

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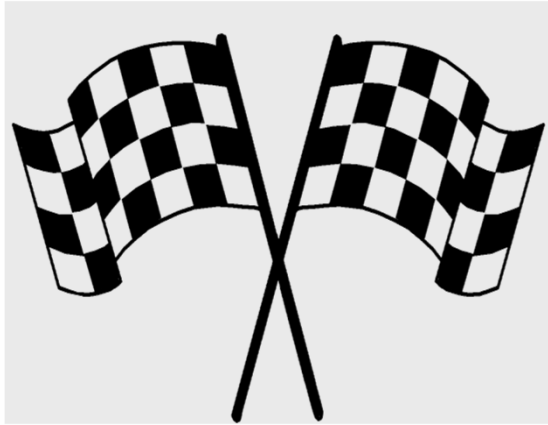
Healthcare Business Expert

How-to-build-successful-brands

Life Long Learning

sto ancora imparando

Michelangelo (I am still learning)



Make you
even more
successful

Revenue, Profit, Growth

Financials



Money follows,
it does ***not*** lead ...

Meeting customer needs
better than the competition
and convey that effectively

Impact

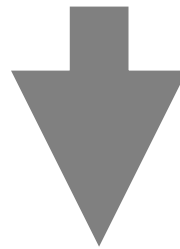
Factual
Information

&

Emotional
Aspects



Head



Heart



Decision

- Efficacy
- Tolerability
- Convenience
- Quality (made in Germany)

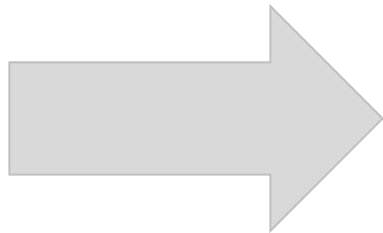
Value of a Strong Brand

Helps

Stand out from the crowd

Attract people

Support negotiations with
buyers and key accounts

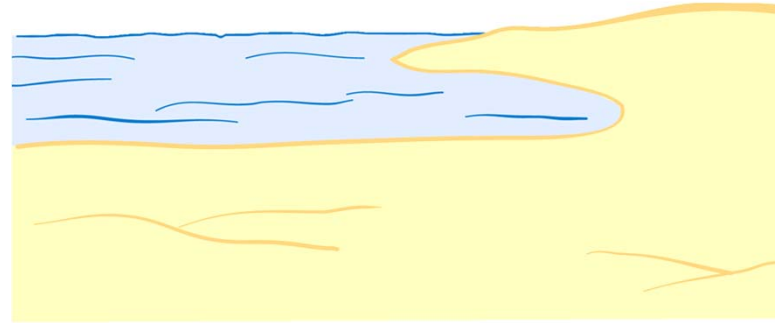


Helps you sell

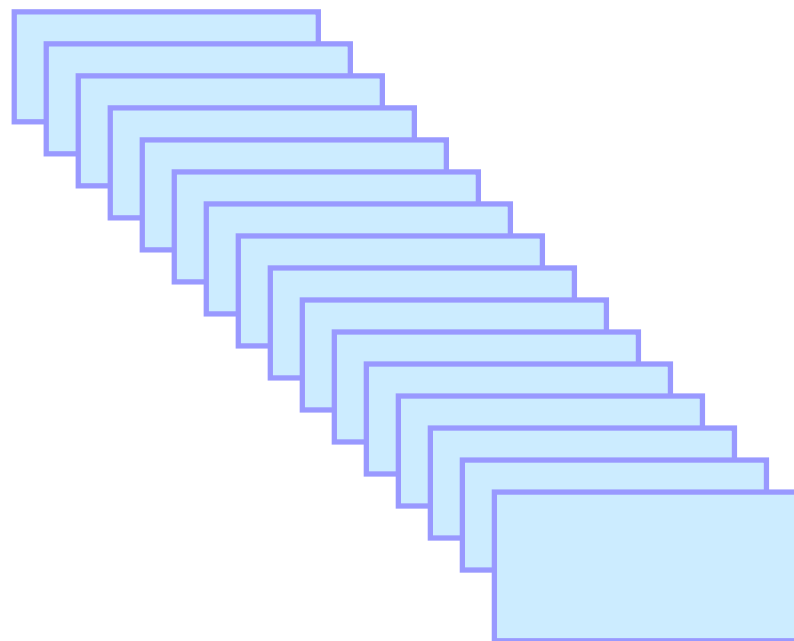
Major reason for lacking impact

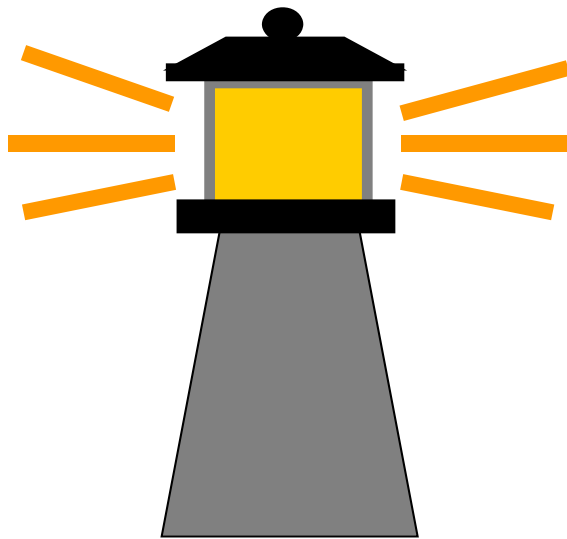


did not believe



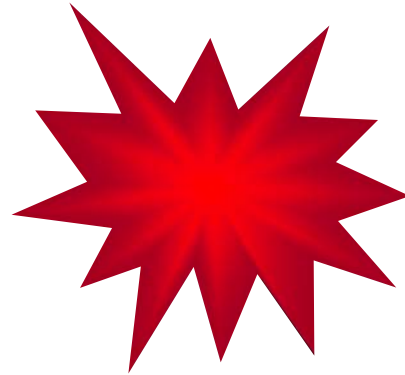
did not notice





Visibility
is the name
of the game

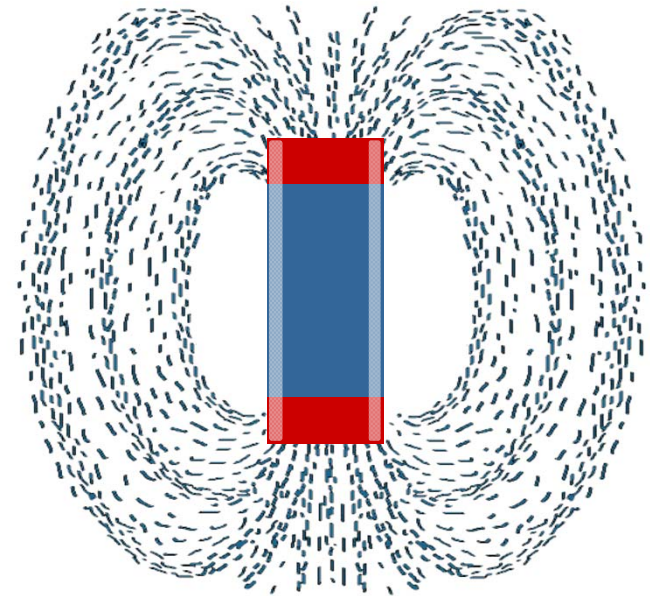
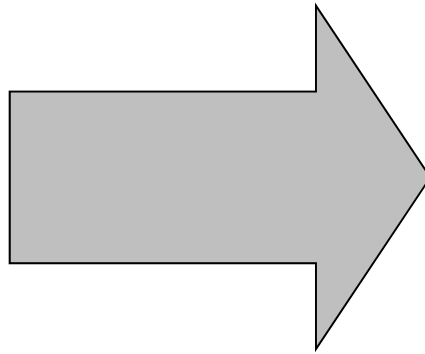
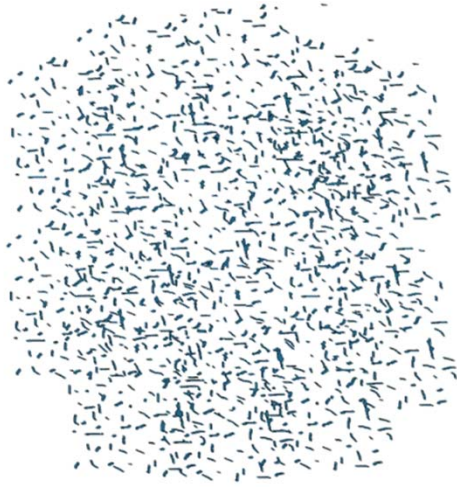
If the prospect or customer is
not aware of the choices:
He or she cannot make
a good decision.



Capture people's
attention and keep
them interested

Hallmarks of a Successful Pharmaceutical Brand

Aligning



unique

distinctive

Name

Logo

Color

Claims

...

Convincing Message

Concise

Clear

Credible

Consistent

Caring

Concise

Short and to the point

KISS **K**ee**p** **i**t **s**hort
and **s**imple ...

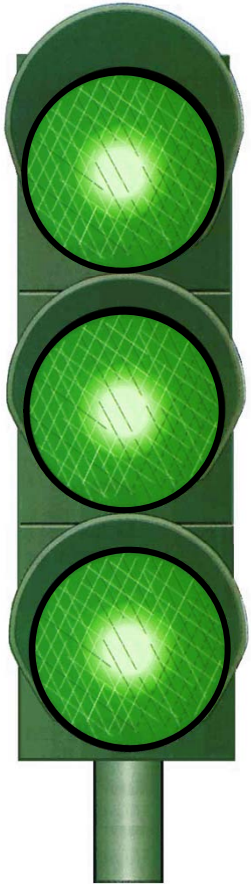
Article or Print Ad

How many words get scanned
the first time through? 10

Billboard

5

Clear



Easy to read

Easy to understand

Easy to remember

Note: Limit the number of claims

Best Number of Bullet Points

-
-
-

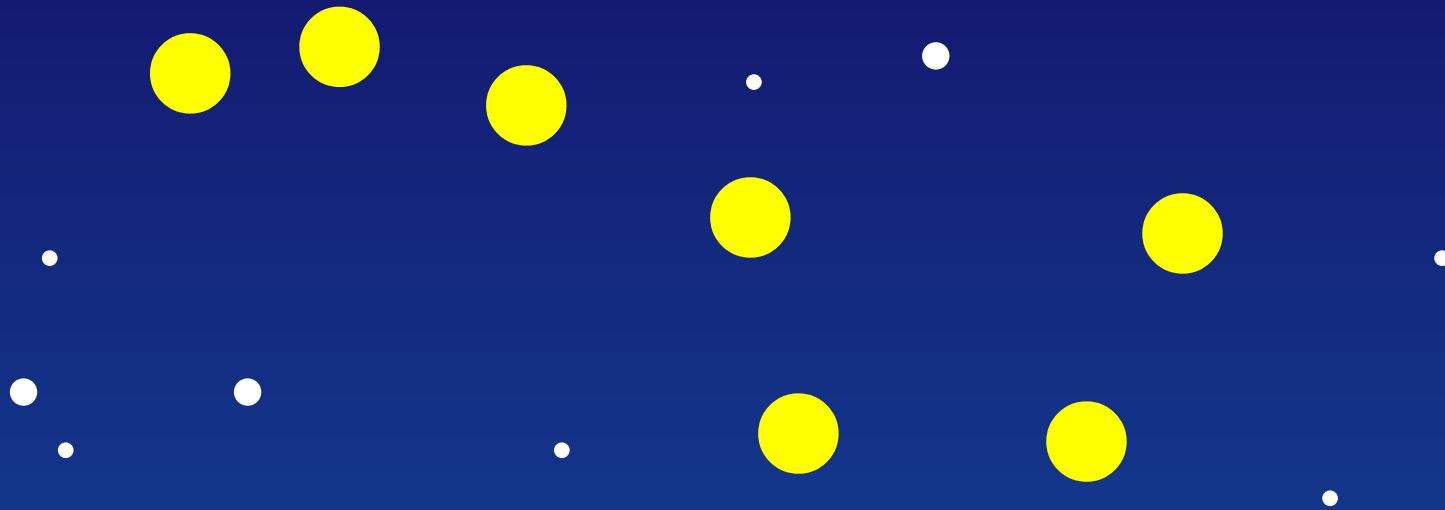
"Triplet" ...

Credible

Published Scientific Data

Can reduce intensity
and duration of cough

Make Meaning of the Data

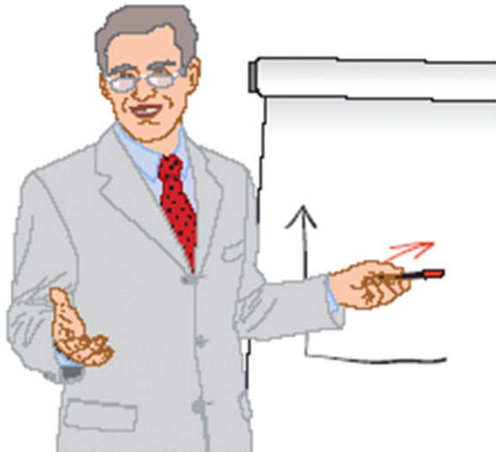


Making science make sense

Endorsed

By treatment guidelines

Key Opinion Leaders



- Inform them
- Involve them
- Engage them

Example

Scientific Advisory Board

Medical Affairs

Best Validated ✓

We live in a competitive
environment

Digital

Mobile

Global

Consistent

Across countries

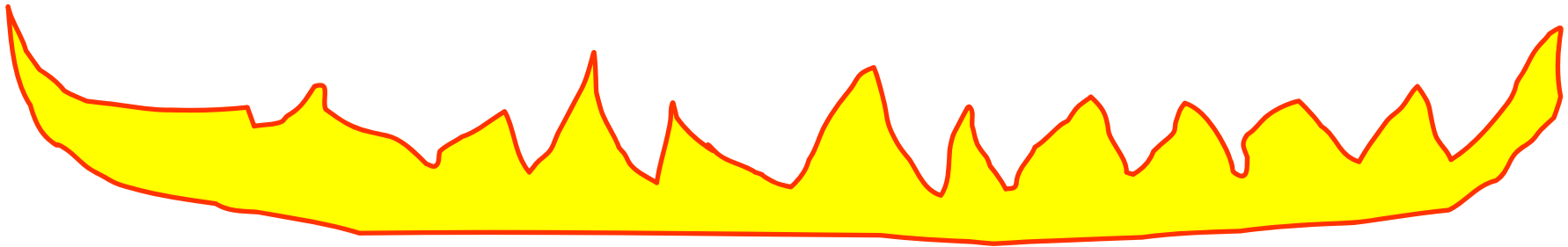
Across channels

Across time

Caring

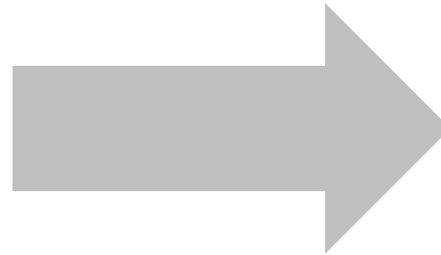
Of relevance to the customer

A messages resonates only,
when it solves a problem



Value

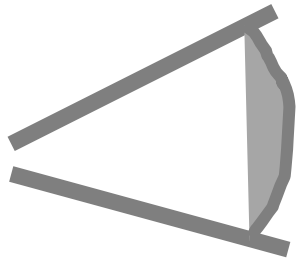
Features
and
Attributes



Benefit



Types of Benefits



Official
motives

Personal
motives

Private

Emotional

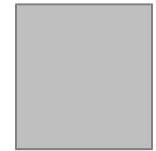
...

Make people think

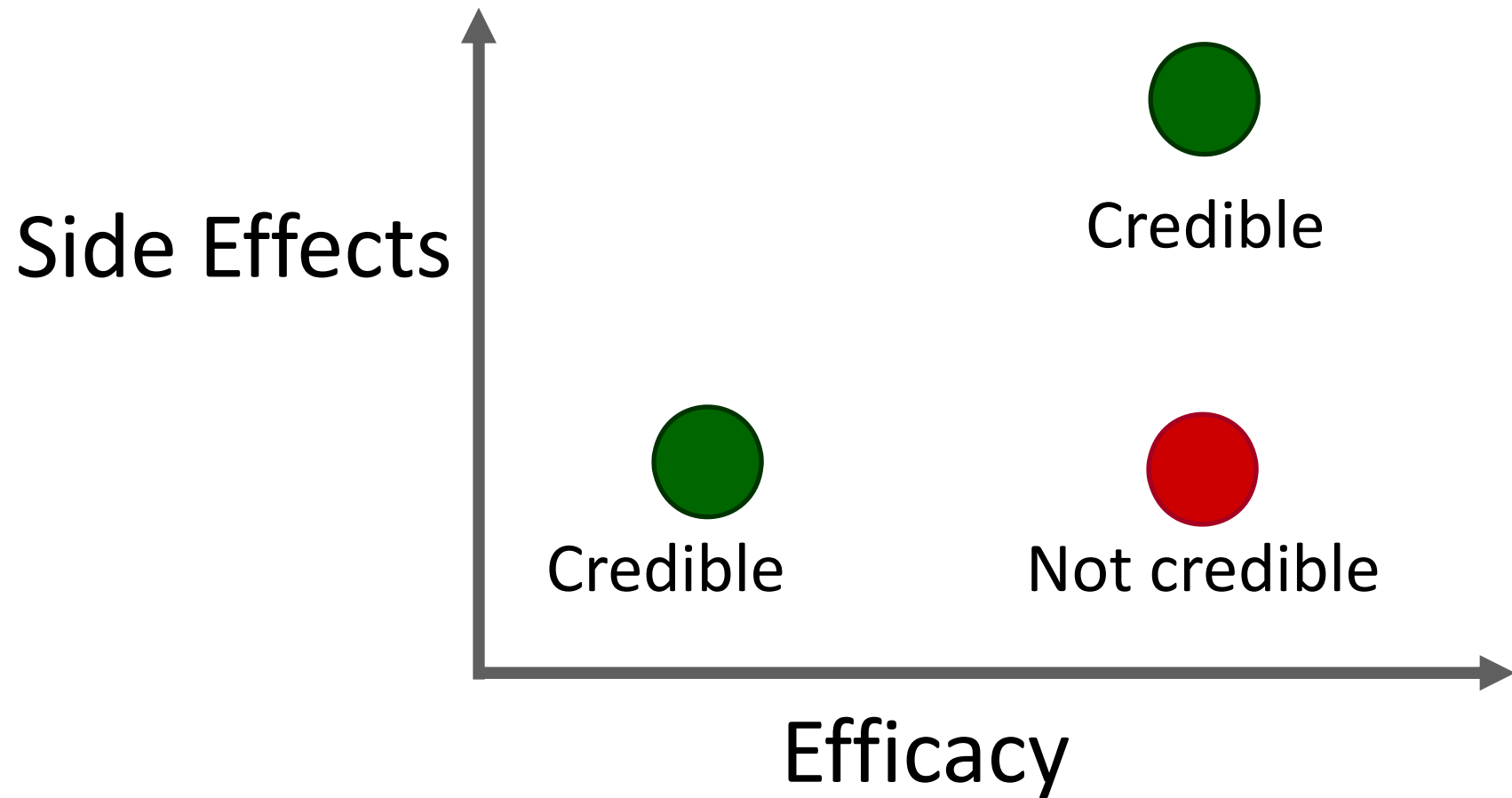
Make people act

Personal

- ... - Appreciation and Recognition
- Financial gain
- Promotion and career
- Free time
- Entertainment
-



Perceptual Mapping



Tolerability is *not* Safety

~~The
product
is safe~~

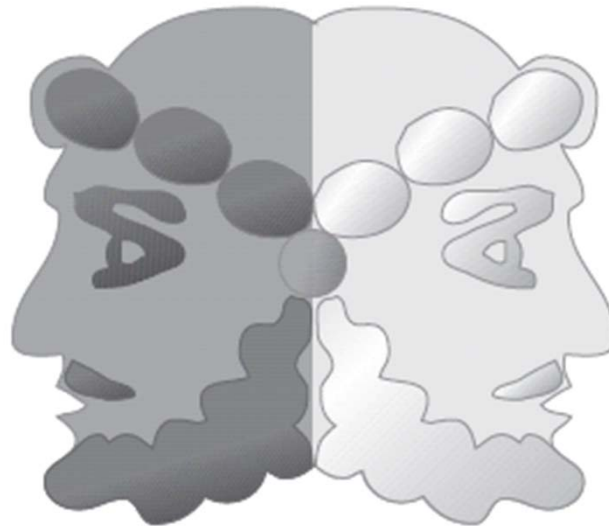
The product
is well
tolerated

With **language** you are
playing a dangerous game

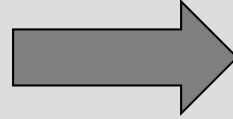
Words can

repel

sell



-

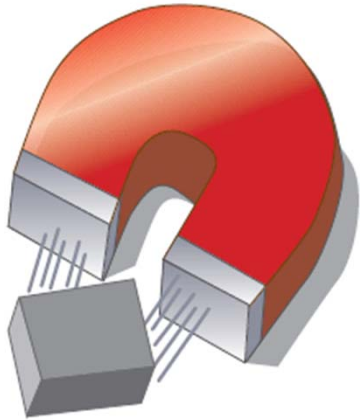


+

Few side effects

Good tolerability

Words With an Invisible Pull



Ease
Relieve
Alleviate

...

Use identical positive vocabulary in

- Publications
- Press releases
- Advertisements

Working with a Local Advertising or Communication Agency?

Missing a
"C" ?

Clarify the Objectives

We are ***not*** in fine art.

You as agency are here to
help us convince customers
and generate sales

"It is better to be
remarkable than
to be creative"

David Ogilvy

Keep it clean

Absolutely no

~~FANCY EMBELLISHMENTS~~

~~Decorative Ornaments~~

Instead: Focus on the essentials

Value

Competitors

We never bad-mouth them

We never mention them by name

Communicate

Reach out and
convey the content

Delivering Your Message

To the right audience

In the right sequence

In the right way

Communication Channels

Publications

Events

Opinion Leaders

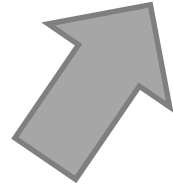
Digital

Public Relations

Advertising

Sales Force

A Channel



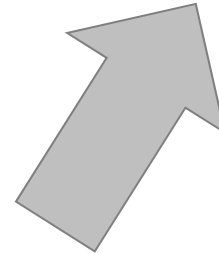
Digital

- Top ranking websites (SEO)
including a Call-to-Action (CTA)
- Electronic newsletter
- *Social Media*
- Online videos ...
- ...

Using Online Videos

Conversion Rate
on Landing Pages

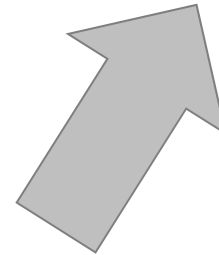
Vidyard



80%

Web traffic
on Online Search

Aberdeen Group



41%

Good

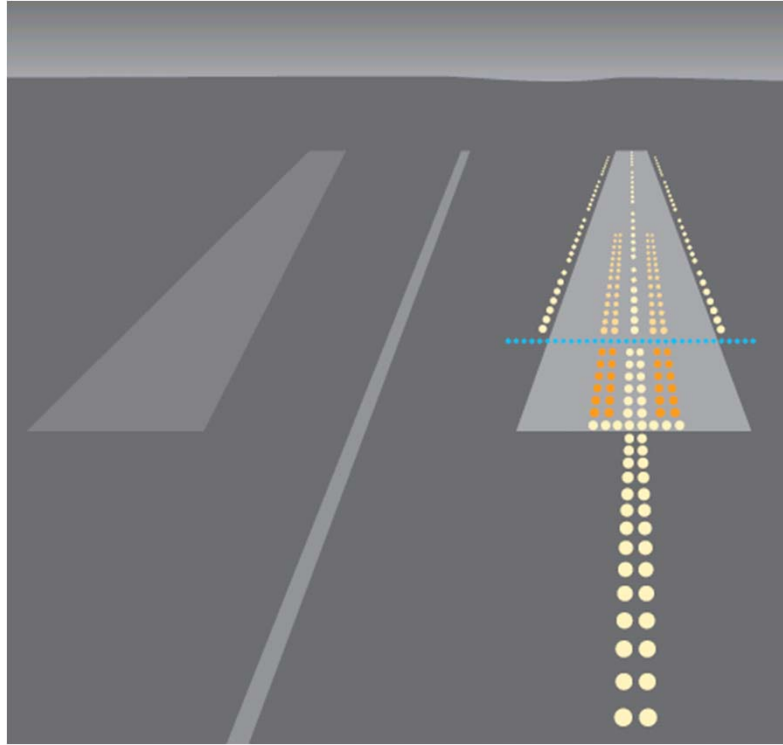
Knowing the
products well

Great

Knowing the
products well

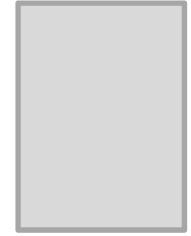
+

Knowing the
customers well



Different customers
value different things

Target Groups: Relevance



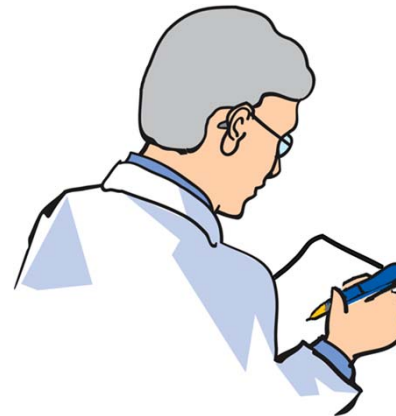
Consumer



Pharmacist



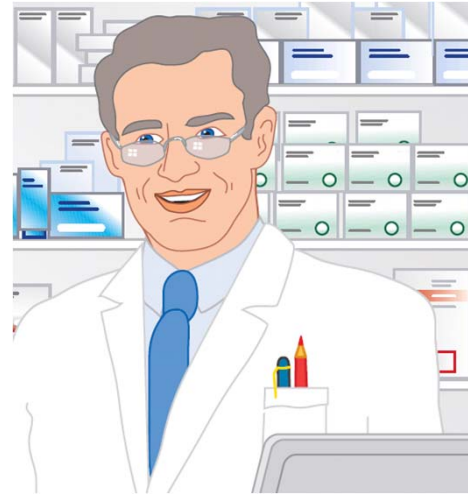
Physician



...



- Familiarity
- Trust



- Favourable financial terms
- Memorable brand
- Consumer will demand it

Blue Ocean Strategy

Making the competition irrelevant

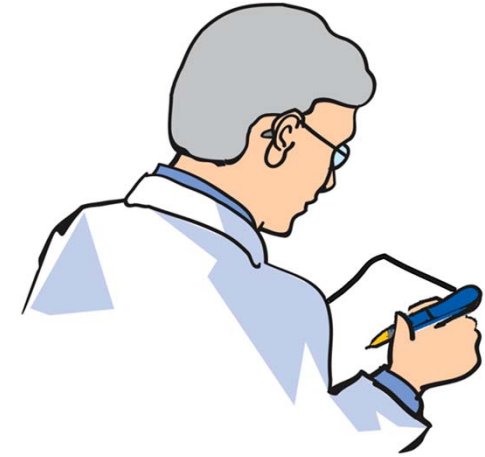
W. Chan Kim, Renee Mauborgne

Apple, Starbucks, Cirque de Soleil

**Only a grilled
burger is a
good burger**

Burgerking

Peer-to-Peer



There are several
good reasons why
your colleagues are
recommending **Examp**lex

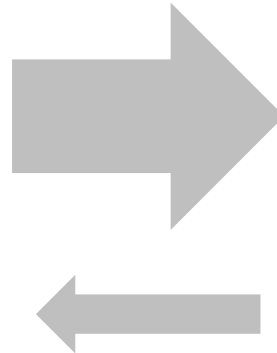
Customers

Interrelated

Sequence



Healthcare
Professionals



Consumer

The actual sale is
always done in
a local market

Headquarters ***cannot***
put any feet in the street

The Hard Truth About Customer Acquisition Costs

Cost per Business Transaction

Type

Existing customer

1

New customer
(you have to acquire)

7

Insight

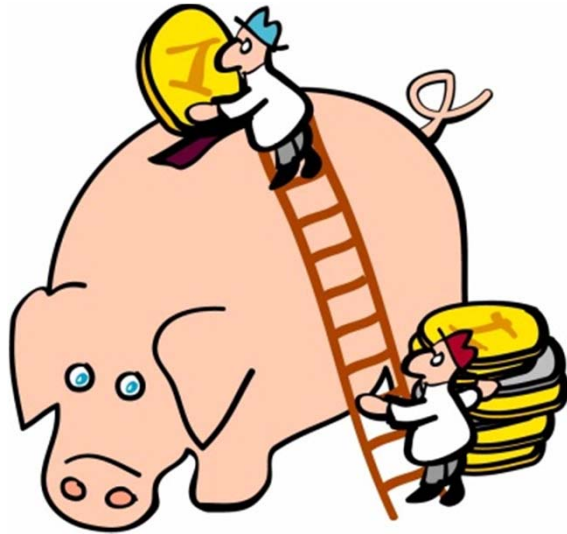
Keeping current customers
is more effective than
winning new customers

Reality

Only **12%** of budget are spent on
keeping customers loyal

McKinsey Study

Culture



Quick cash



Customer-centric

Case Study

Examp[®] in a European country

100% market share in a dermatologic indication

Company closes local dermatology M&S

Competitor arrives

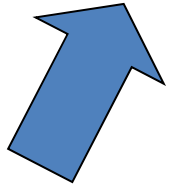
Market share after two years	1%
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Company re-opens M & S Unit

Market share	does not recover
--------------	------------------

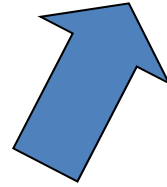
M&S = Marketing & Sales

The 3 "R"s



Retention

- Repeat Business
- Referral Business



Upselling

Cross-Selling

Customer Lifetime Value (CLV)

Example: Pharmacist

Age 30 years

Active 65 years

Yearly Revenue 1 000 dollars

⇒ $35 \times 1\,000 = 35\,000$ dollars

+ **Recommendations to peers**

Keep them on board

Customer Loyalty Programs

Customer Retention Strategies

Good Customer Service

Cost per Business Transaction

Type

Current customer

1

Previous customer

3

New customer
(you have to acquire)

7

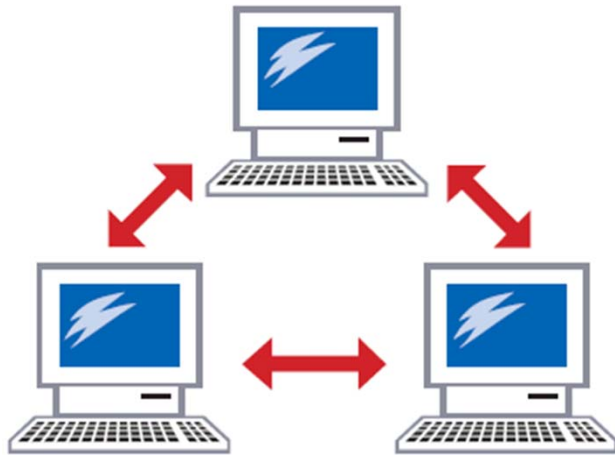
Customer Recovery Management

Re-activate previous customers

"Magic Formula"

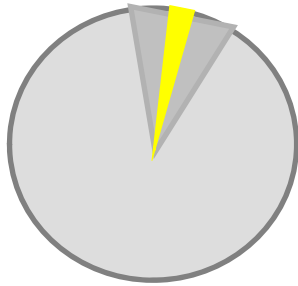
What could we do
to make you a customer
again?

CRM



Customer
Relationship
Management

VIPs



"A" or
"Gold"
Customer

Give them privileges

Example

Find out who are the
top 20 pharmacists

and invite them
to a workshop

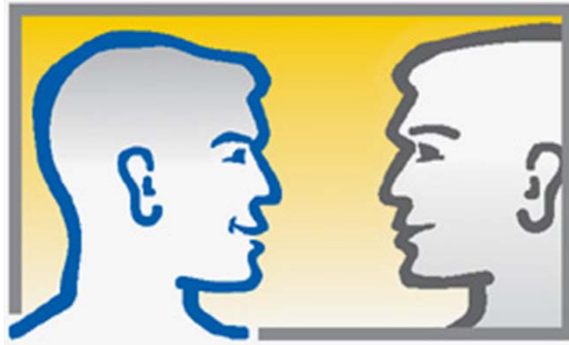
Business is relations

Great Human Relationships

You **never** have
a relationship with
an organization


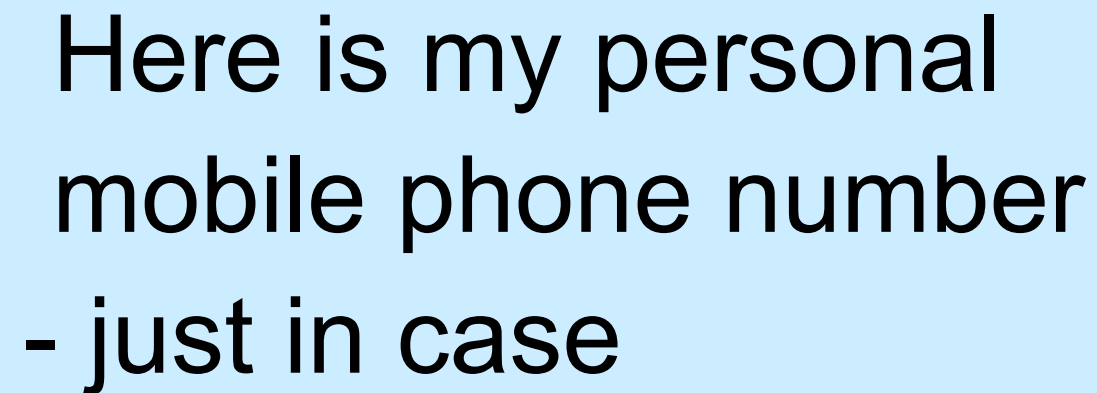
You **always** have
a relationship with
an individual

P2P



It's always
personal!

Rep to HCP

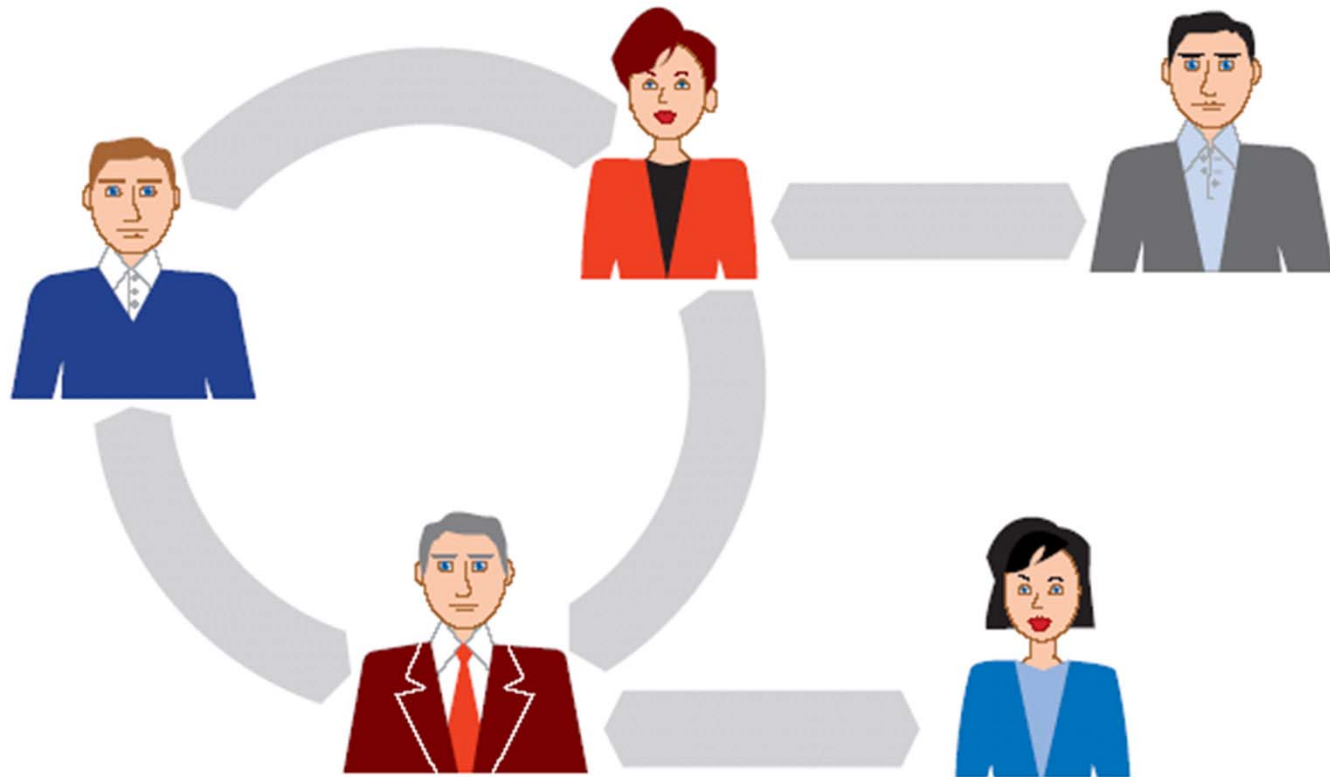


Here is my personal
mobile phone number
- just in case



Connect

Establish personal rapport



Your net worth ...

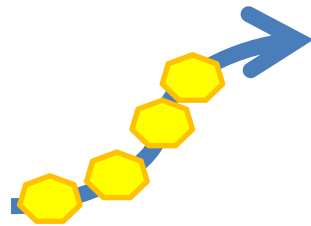
Critical Success Factors

The Testing Cycle

Apply  Measure  Improve

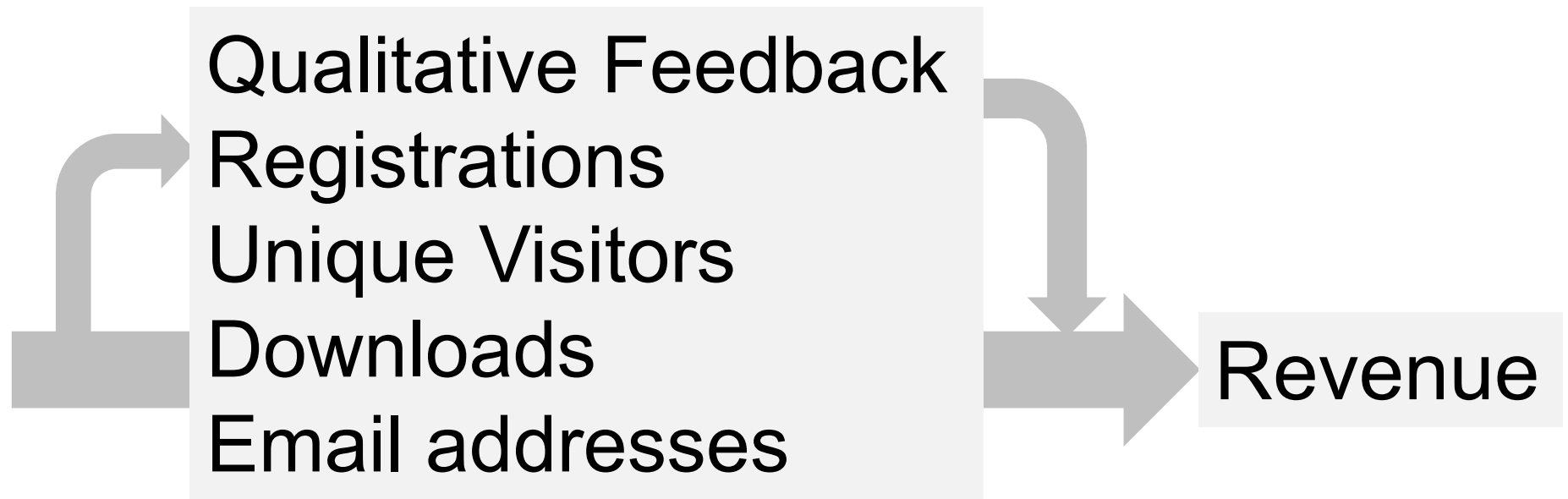
Improve continuously

"Measure what matters"

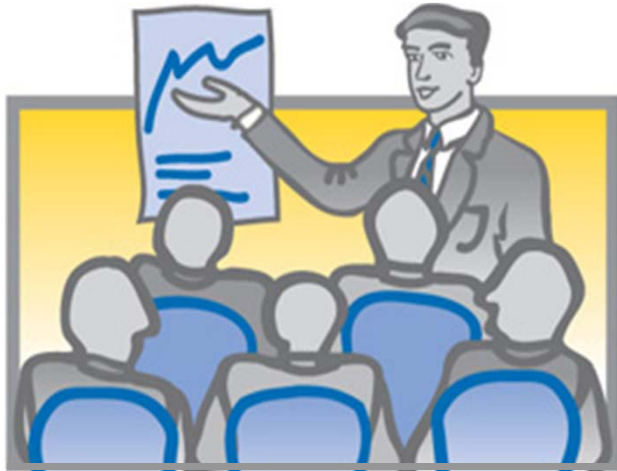


Revenue

Key Performance Indicators



Training the Sales Force



"Train the
trainer"

Educate the front-line and
customer-facing people

The Ideal Situation



Lead
Inspire
Energize
Align

Remind reps to

Ask for the business

"Always be closing"

...

CTA = Call to Action

Incentives for Reps

To Deliver Results

- Appreciation and Recognition
- Training and Education
- Performance-based compensation schemes
"Bonus", "Financial rewards"

The Mantra

For being
remembered
in the market

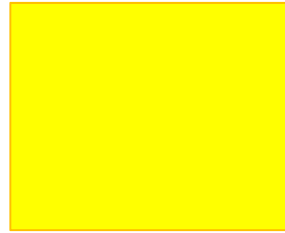


Repeat
Repeat
Repeat

Tell

Tell

Tell



"Brand work can
be boring work"



Success through ... Consistency

Head of Marketing BMW



**Play it
again,
Sam**

Speed as an Advantage



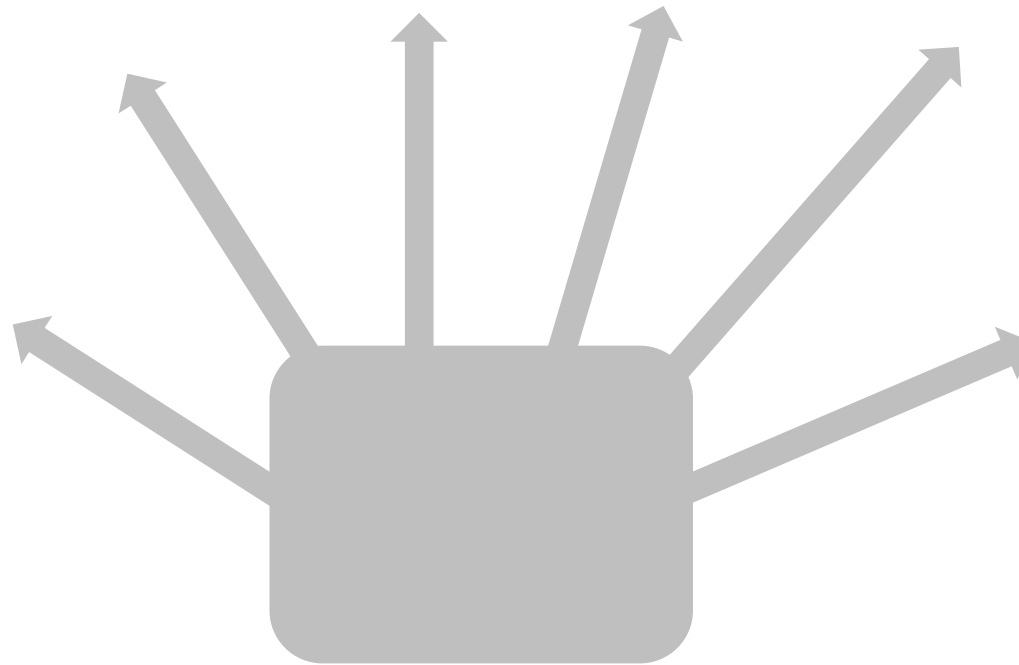
Timing

People expect
quick and prompt
responses

"Agility"



Old Approach to Channels

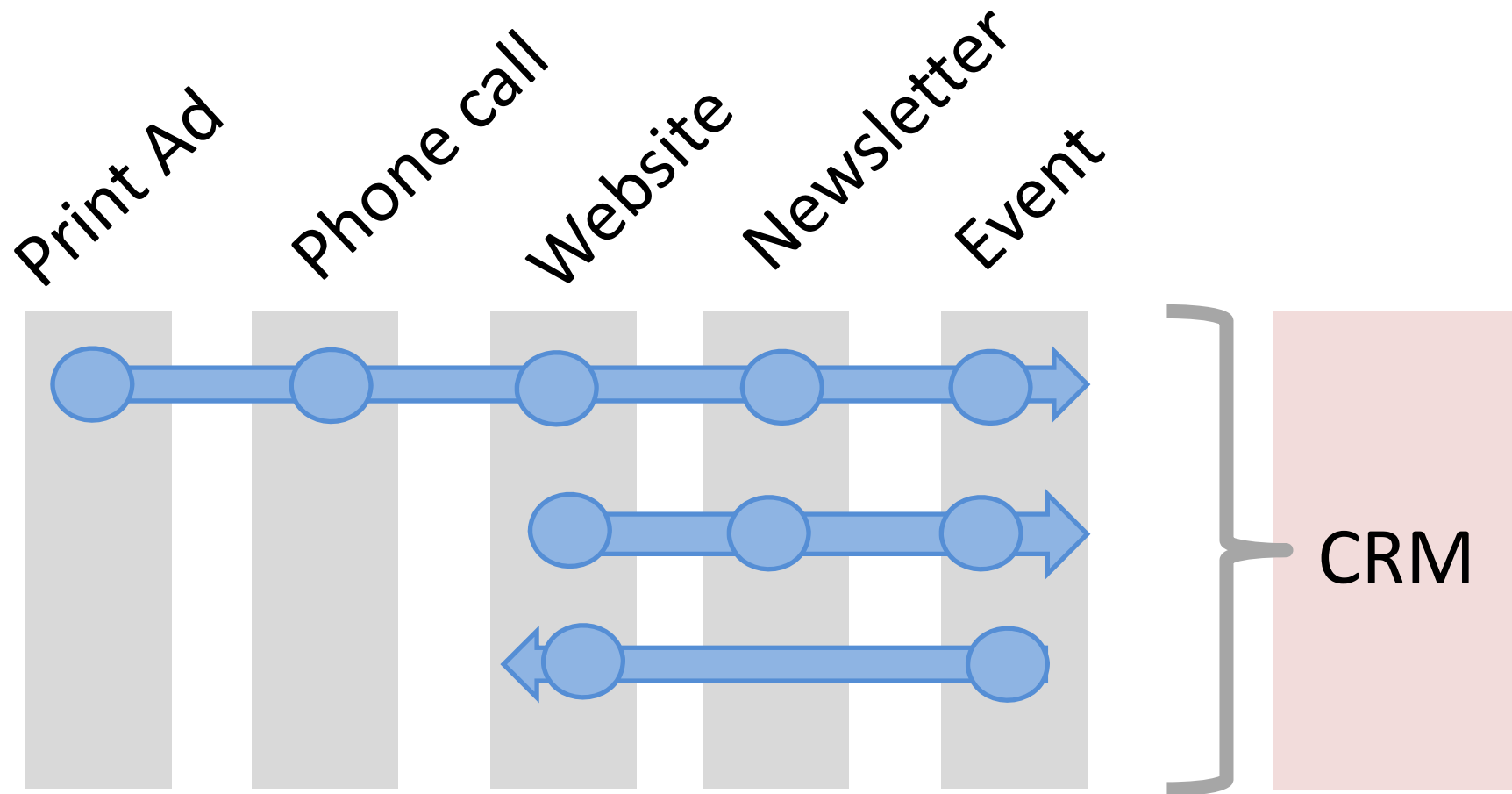


Separate

Ideal: Seamless Communication

Think borderless interaction

Orchestrating

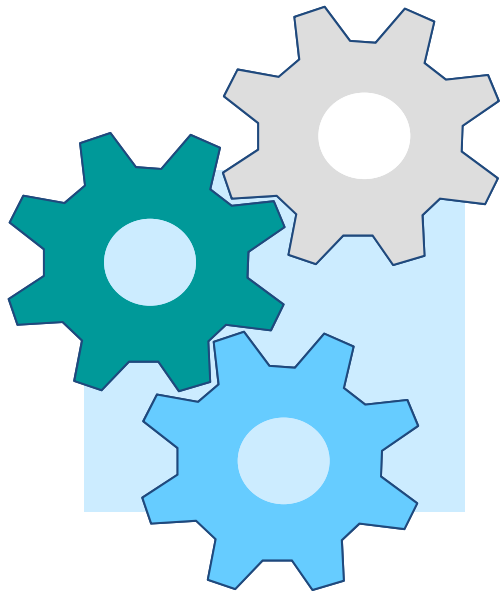


"Touchpoints on a Customer Journey"

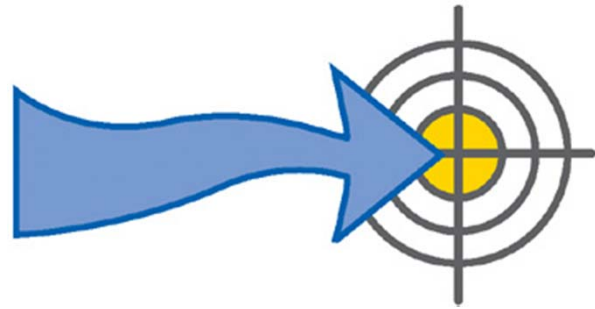
Media Maestro



Multi Channel Management



Enhance
Reinforce
Complement



Customer Experience (CX)

"Moments of truth"

If you want to reach
peak performance:

It's people who
make it or break it

Empower people

Conclusions

Let's embrace

Golden
business
opportunities

By Sharing

we can realize the full
potential of our brands and
create a great future together

Rising to New Levels



No one can
predict to
what heights
we can soar

Even we will not know until
we have our wings fully spread