

IMPROVING YOUR BRANDING SKILLS

Remember the hallmarks of successful brands

Hallmarks of Branding

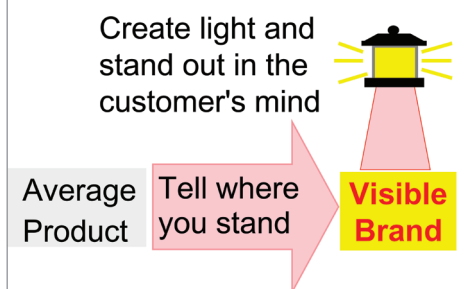
Competence	Solve a problem
Credibility	Be honest
Concentration	Remain focused
Continuity	Be consistent

Think of the 4 'C's:

- **Competence**
Show relevance to physicians' and patients' needs and solve a particular problem
- **Credibility**
Evoke trust by being honest about the risk-benefit ratio
- **Concentration**
Get a clear focus and limit your communication to the essentials
- **Continuity**
Keep up consistency over time.

Build a 'lighthouse' identity

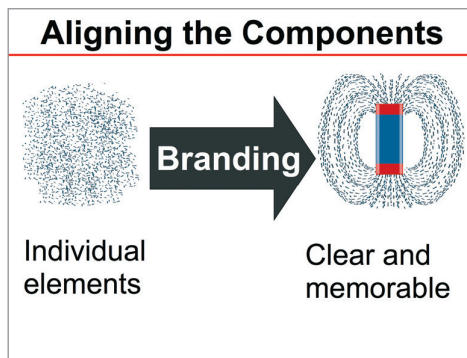
The Lighthouse Identity



If you want to sharpen your brand's profile you need make it clear what you stand for and what you don't stand for. Only then do you have a chance that your brand will become a trusted trade mark for your customers. Ask yourself:

- what sort of identity – what sort of personality – does our brand have?
- what does our brand stand for?
- what is the fundamental brand promise?

Align your marketing activities



Many products fail to achieve a tangible identity in the customer's mind because the marketing activities associated with them are fragmented. It is easy to spend money on various promotional activities, but without a clear overall branding concept their effect is similar to a powerboat without a rudder.

Branding provides direction and helps you to line up the individual elements of your communication strategy so that all of your activities move you in the same direction.


Use your brand identity



Use the brand to facilitate the marketing of your trial results. If you connect brand and the trial closely, they can reinforce and enhance one another. There are hidden synergies between your brand and your trial that can strengthen your brand. Discover them. Exploit them.

Build brand equity

Brand Equity




The new trial can

Re-energize

Re-vitalize

Re-juvenate

Build more brand equity



your brand

Use the trial results to re-energize, re-vitalize and rejuvenate your brand. The brand exposure associated with the communication of the trial results can help you strengthen the value of your brand.

Brand all your material

The Complete Brand Identity

<p>Name</p> <p>Logo</p> <p>Message</p> <p>Vocabulary</p>	<p>Visuals / Design</p> <p>Style</p> <p>Symbols</p> <p>Colours</p> <p>Photos</p>
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Check branding guidelines

Ensure consistency

Remember to pay attention to all the characteristics that describe a brand: Name, logo, message, vocabulary, visuals and so on. These elements, 'the look, feel and touch' of the brand, will determine how your customers feel about your product. If any of these elements are unclear or confused, you need to clarify them immediately.

Brand your emails

Your Email Identity

Best regards,
Joe Smith

Suggested Signatures

Product Manager Examplex

Examplex Marketing Team

Coordinator Examplex ABC Communication

The email auto-signature is the text block that your software automatically inserts at the end of every email you write. Make sure that your electronic auto-signature, along with the auto-signatures of your team, mentions your brand. Many emails I receive from marketers, mention the company and the department, but fail to mention the brand – big mistake! The same applies to printed correspondence. Don't miss this opportunity.

Exploit the mathematics of emails

The Mathematics of Emails

	20 emails per day
x	200 working days
=	4 000 product messages sent

Automatic promotion with
no additional cost

If you have a (short and not too overtly promotional) message you wish to spread far and wide, your email auto-signature is a good place for it. The illustration gives an example: If you send 20 emails per day and you work 200 days of the year, you will send out 4000 emails with the product message - free of charge.

Learn from branding failures and successes

Failed Branding

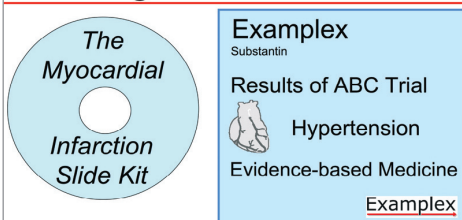
Slide Kit

The ABC Trial

Slide kit with study results,
based on a real example

This illustration is based on a real example. 'The slide kit displayed 'Slide Kit' in large letters and the name of the trial in smaller print. Neither message, disease, substance, nor brand were mentioned. The product managers that paid the agency to produce this piece clearly wasted their money.

Branding Failure and Success



CD covers based on real examples

The left-hand CD containing study results illustrates a real-world example of what you should not do - produce a CD that only mentions the disease, but fails to mention the brand name or at least the chemical substance name in a style and colour that reminds the reader of the brand. Nor does it contain a symbol or logo or photo that would remind the viewer of the brand - a clear failure in branding.

The right-hand CD illustrates a much more successful example: brand name, substance

name, trial name, a symbol, the disease, a competitive advantage and the product logo are all clearly visible. A CD cover similar to this was produced by AstraZeneca for a compendium of key clinical studies investigating its combination antihypertensive product, Zestoretic®.

Remember: change is bad news

Temptation to Change

from your Advertising Agency:

We have great creative ideas ...
we will make it more modern.

We want to produce a
new expensive campaign!

If your advertising agency calls you and suggests that you update or rejuvenate your campaign, beware. They may promise 'We will make it more modern' or 'We will make it look fresh'. Of course this campaign will bring in more money – for the agency. Remember the old brand advice 'Every change is poison for the long-term success of the brand!' Resist the temptation and practise a 'hands-off' attitude.

Ensure branding consistency

Consistency



Play it
again,
Sam

Provide a single
consistent voice
to the outside
world

Stick to the
same piece

You need to sustain the same look for your brand in all your materials and events. Practise consistency. Stick to the same proven familiar appearance. Enforce adherence to branding guidelines. Remember 'Brand work is boring work'.

