

EXAMPLE
OF FORMAT

Country name: _____



Customer-focused Brand Plan 2014-2016

Brand Name: _____

Confidentiel

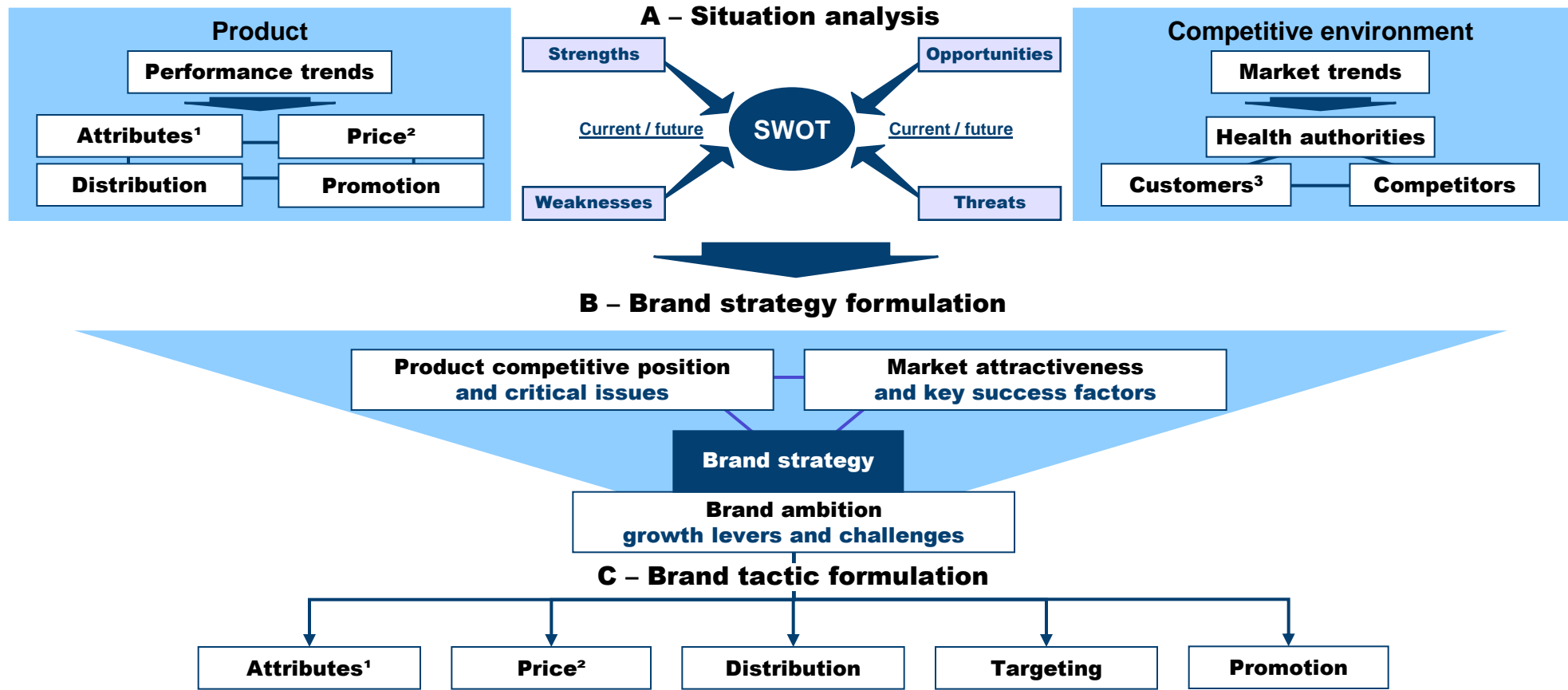
 **Smart Pharma Consulting**

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Customer-focused Brand Plan 2014-2016

The Local Brand Plan results from the thinking process which aligns strategy and key success factors, identifies brand critical issues and formalizes promotional activities

Brand strategic & tactic thinking process



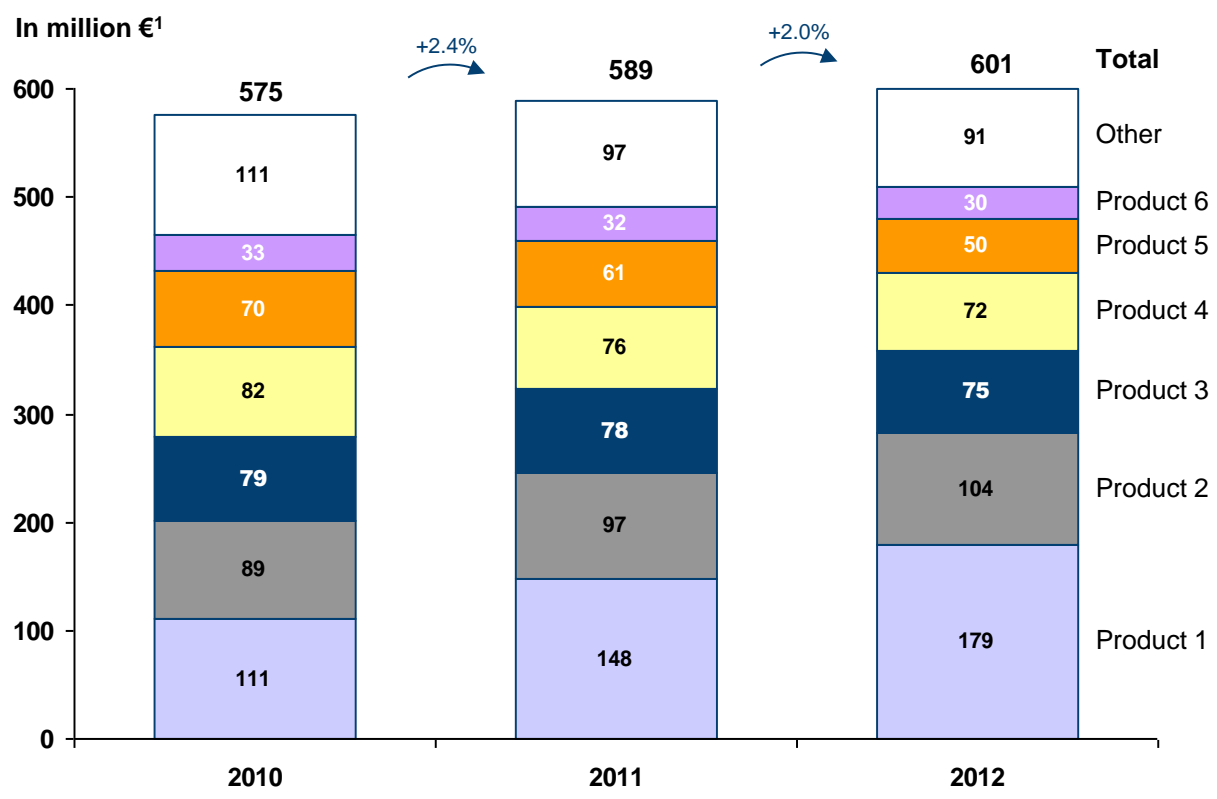
Source: Smart Pharma Consulting

¹ Accounts for indications, clinical evidence and positioning – ² Accounts for price, reimbursement and hospital listing – ³ Prescribers, pharmacists, patients, distributors

A. Situation analysis

Please, write comments herein

Market definition and dynamics per competitor (2010 – 2012)



CAGR ² 10-12	Evolution 11-12	Weight 2010	Weight 2012
%	%	%	%

Source:

¹ At constant exchange rate based on 2011 value or alternatively in units – ² Compounded Annual Growth Rate

A. Situation analysis

Please, write comments herein

Market dynamics per key customer segment (2012 – 2013)

Key market customers	Total Number ¹	Target Number	Relative importance on sales (%) ²				Business Implications (So What?)
			Market 2011	Product	Market 2012	Product	
GPs							
Retail market specialists							
Hospital specialists							
Pharmacists							
Patients							
Nurses							





Source:

¹ Number of prescribers, distributors, purchasers, etc. – ² Total is equal to 100%

A. Situation analysis

Please, write comments herein

Regulatory background & market access (2012 – 2013)

	Evolution	Description (What?) Analysis (Why?)	Implications (So What?)
Registration conditions			
Pricing / Reimbursement policy			
Medical guidelines			
Public Health initiatives			







Evaluation:  = Non favorable changes  = Neutral  = Favorable changes

Source:

A. Situation analysis

Please, write comments herein

Customer behavioral changes (2012 – 2013)

Customer segments	Evolution	Description (What?) Analysis (Why?)	Implications (So What?)
Customers 1			
Customers 2			
Customers 3			
Customers 4			
Customers 5			
Customers 6			

Evaluation:  = Non favorable changes  = Neutral  = Favorable changes

Source:

A. Situation analysis

Please, write comments herein

Rating of competitors on key prescription factors (2012 – 2013)

Rx factors Competitors	Scope of indications	Safety / efficacy profile (incl. Clinical evidence)	Position in treatment guidelines (incl. KOL support)	Device, form, dosage convenience / superiority	Price & reimbursement	Experience with the product	Availability in specialized centers (incl. success in tenders)	Availability on the retail market (incl. Distribution efficiency)	Company presence / aura in the TA	Promotional effort	Overall rating
Factors driving drug preference											
Brand											0
Competitor 1											0
Competitor 2											0
Competitor 3											0
Competitor 4											0
Competitor 5											0

Rating of prescription factors importance in drugs selection → Preference: from 10 = critical to 1 = marginal consideration
Competitors ranking with the highest mark granted to the best performer & the lowest to the worst performer

Source:

A. Situation analysis

Please, write comments herein

Competitive analysis (2012 – 2013)

	Overall Position	Key Strengths	Key Weaknesses	Strategic priorities	Key tactics
Brand	+				
Competitor 1	+++				
Competitor 2	+				
Competitor 3	++				
Competitor 4	+				
Competitor 5	+++				

Evaluation of the competitive position: +++ = Strong ++ = Moderate + = Mild

Source:

A. Situation analysis

Please, write comments herein

Evaluation of product recent tactics (2012 – 2013)

Targeted customers	Objectives	Major medico-marketing-sales programs	Cost (K€)	Results vs. objectives	Rationale/comments	Preliminary decision
						Continue
						Reconsider
						Abandon
						Increase
						Continue
						Abandon

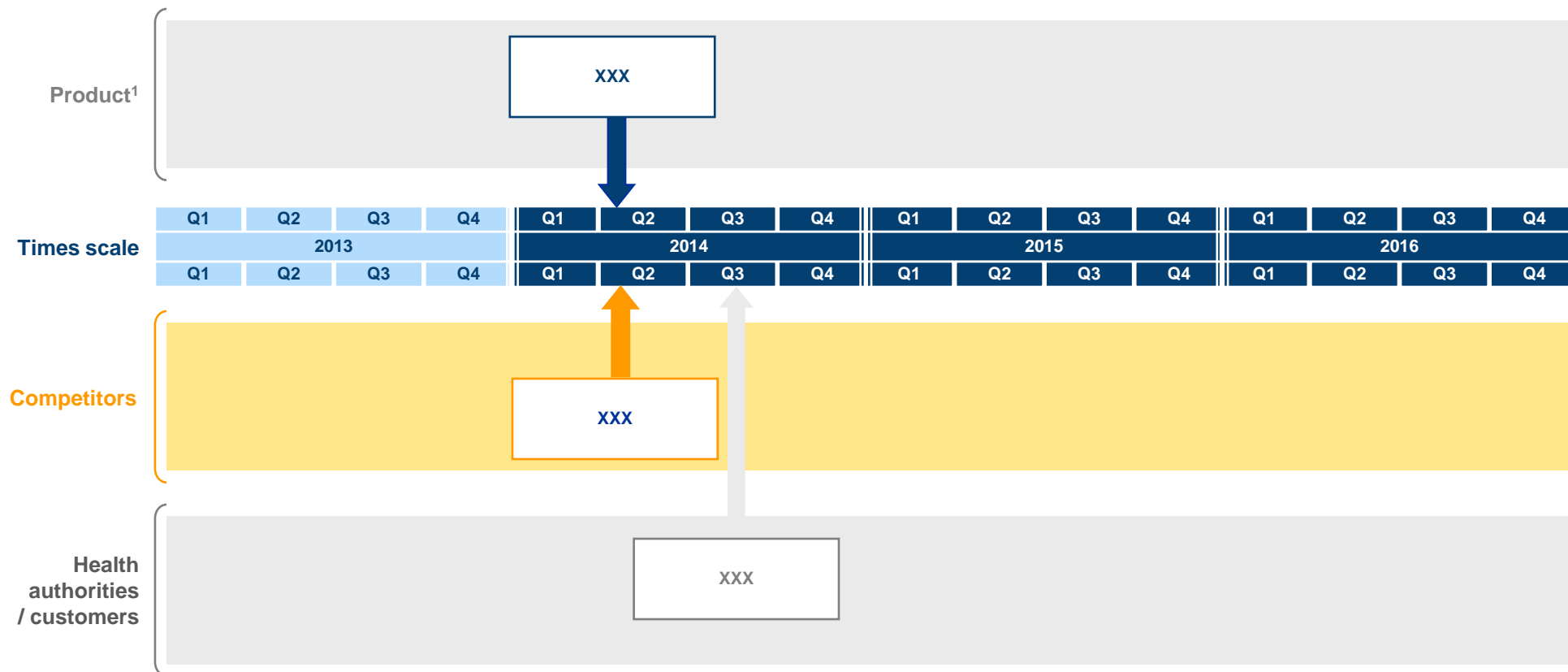
Rating from: = Highly positive, = Rather positive, = Neutral, = Rather ineffective, = Highly ineffective

Source:

A. Situation analysis

Please, write comments herein

Evolution of the competitive environment (2014 – 2016)



Source:

¹Includes new indications, new clinical outcomes, new dosages or formulations

B. Customer-focused Strategy

Please, write comments herein

Advanced SWOT (2014 – 2016)

Opportunities	Relative importance ¹
Health authorities	
Competitors	
Customers	
Total	
Strengths	Relative importance ¹
Brand attributes	
Service quality	
Corporate reputation	
Total	

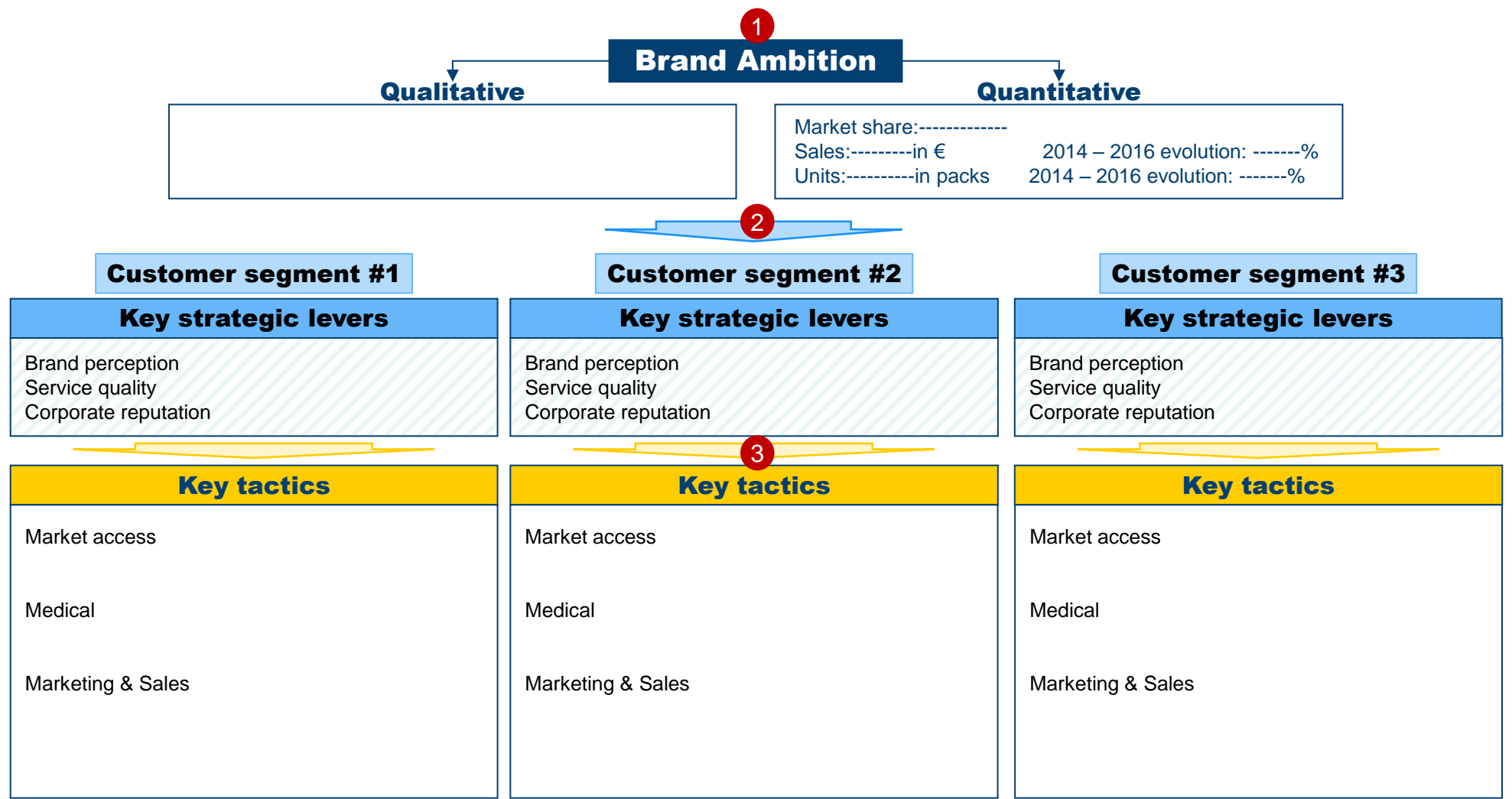
Threats	Relative importance ¹
Health authorities	
Competitors	
Customers	
Total	
Weaknesses	Relative importance ¹
Brand attributes	
Service quality	
Corporate reputation	
Total	

Source:

¹ Rating from 5 = very high importance to 1 = very limited importance

B. Customer-focused Strategy

Customer-focused Strategy Card (2014-2016)



Source:

C. Customer-focused Tactic

Customer segment # 1 – Brand perception enhancement

Key tactics (2014)

Key Actions	Targets	Objectives	Timing	Responsible	Budget (K€)	Key performance indicators (KPIs) / Activity-based indicators (ABIs)

Source:

C. Customer-focused Tactic

Customer segment # 1 – Service quality improvement

Key tactics (2014)

Key Actions	Targets	Objectives	Timing	Responsible	Budget (K€)	Key performance indicators (KPIs) / Activity-based indicators (ABIs)

Source:

C. Customer-focused Tactic

Customer segment # 1 – Corporate reputation improvement

Key tactics (2014)

Key Actions	Targets	Objectives	Timing	Responsible	Budget (K€)	Key performance indicators (KPIs) / Activity-based indicators (ABIs)

Source:

C. Customer-focused Tactic

Please, write comments herein

Communication strategy (2014)

Brand positioning¹

Key messages

C. Customer-focused Tactic

Please, write comments herein

Customers targeting (2014)

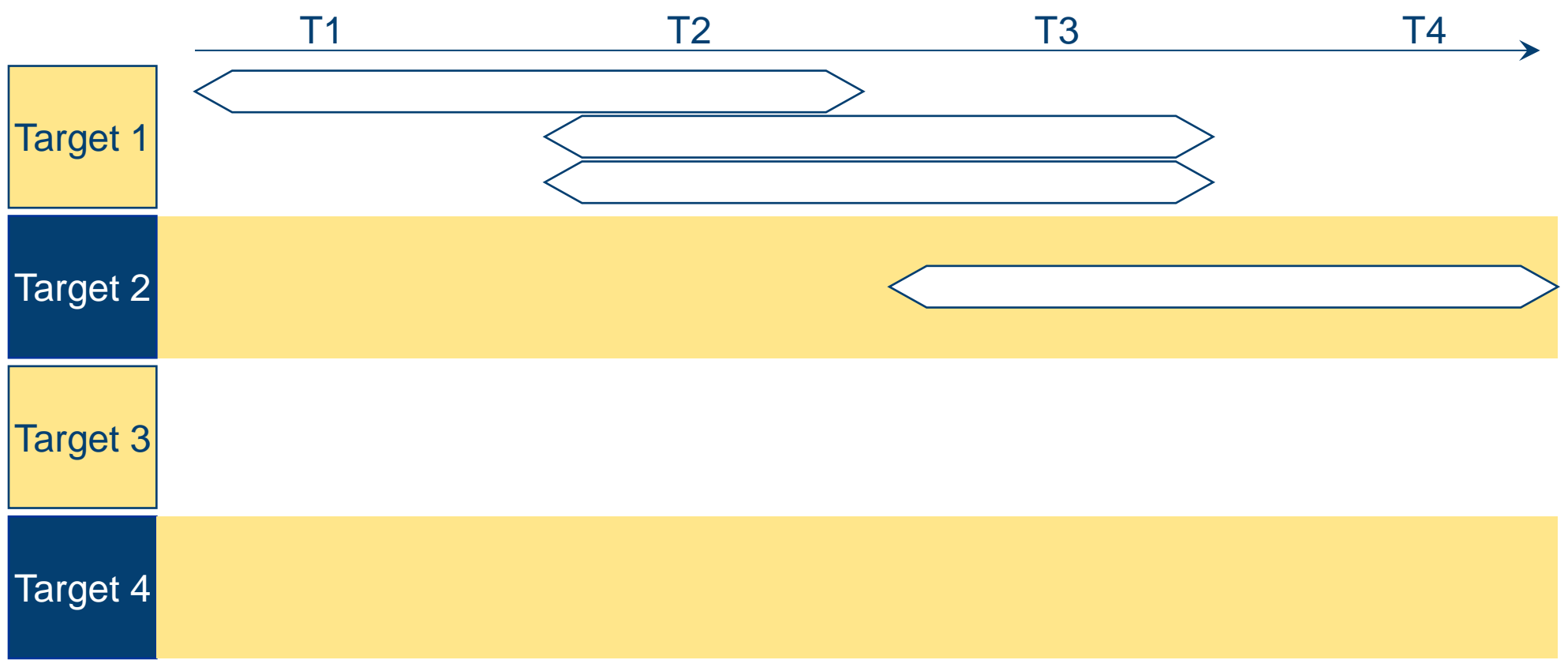
Key targets	# targeted	% of total	Call Frequency	Total # of calls	Key objectives	Key actions
GPs					•TBC	•TBC
SPE 1					•TBC	•TBC
SPE 2					•TBC	•TBC
Distributors					•TBC	•TBC
Patients					•TBC	•TBC
Others					•TBC	•TBC

Source:

C. Customer-focused Tactic

Please, write comments herein

Product communication strategy (2014) – Key messages



Source:

D. Financials

Brand P&L account (2014 – 2016)

In '000 Euros	2014	2015	% Evol.	2016	% Evol.	CAGR* (14-16)
Product net sales						
Marketing expenses	0	0		0		
Promotional elements						
Congresses and symposia						
Advertising						
Phase IIIb/IV studies						
Subventions						
Samples						
<i>Ratio marketing expenses / net sales</i>						
Marketing margin	0	0		0		
<i>% net sales</i>						
Sales force expenses	0	0		0		
Internal sales force						
External sales force						
<i>Ratio sales force expenses / net sales</i>						
Product operational margin	0	0		0		
<i>% net sales</i>						

Source:

*Compounded Annual Growth Rate