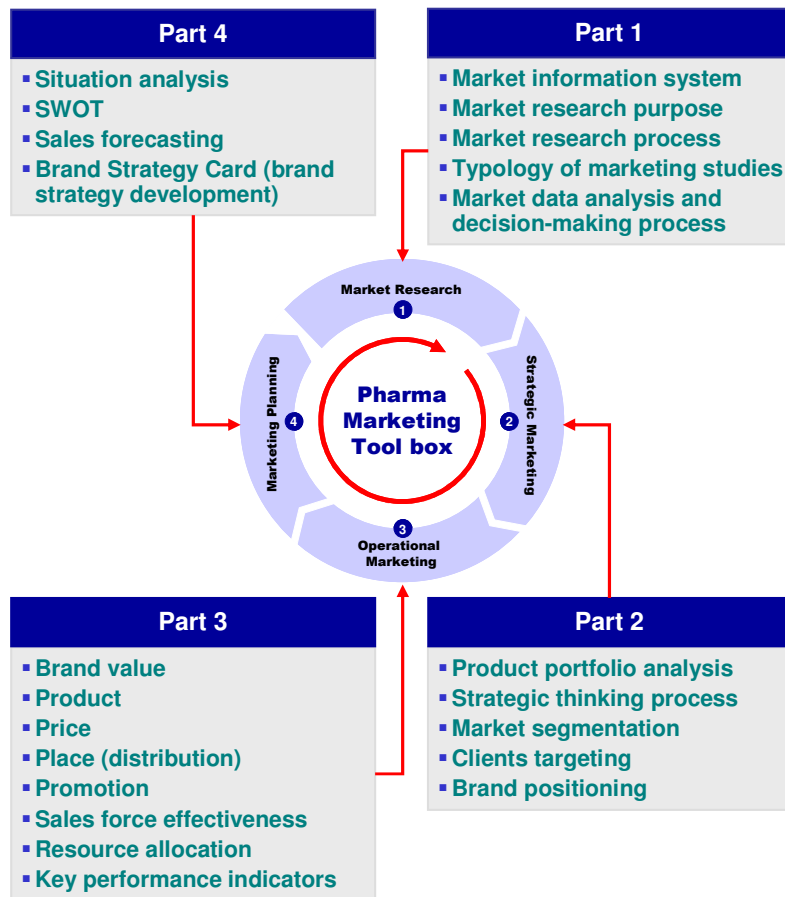




Content: "Pharma Marketing Tool Box" by Jean-Michel Peny

Structure



Presentation

Part 3: Operational Marketing Brand / Product

Brand strength: Principles

A brand's strength depends on its identity (i.e. the sum of its objective and subjective characteristics) and on its degree of awareness

Part 3: Operational Marketing Brand / Product

Brand strength: Measurement methodology

The following methodology evaluates the overall strength of brands and measures the importance of identity and awareness versus competitors

Part 3: Operational Marketing Brand / Product

Benefits of the brand in the pharma sector

The brand name is key to facilitating memorization and differentiation of products

Benefit	For pharma companies (# of quotes)	For prescribers (# of quotes)
Develops company awareness	9	
Facilitates prescriptions	6	
Facilitates memorization	5	
Differentiates vs. competitors	2	
Reinforces innovative image	2	
Protects against generics	1	
Others (reinforces the product positioning...)	4	
Confirms scientific value		10
Differentiates offer from competitors		7
Facilitates choice		6
Values prescriptions		4
Facilitates physician training / information		3
Facilitates memorization		3
Facilitates patient compliance		1

Source: Study carried out by Smart Pharma Consulting in 2007

Smart Pharma Institute of Management 3



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