

Genesis Of The Brand

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Summary

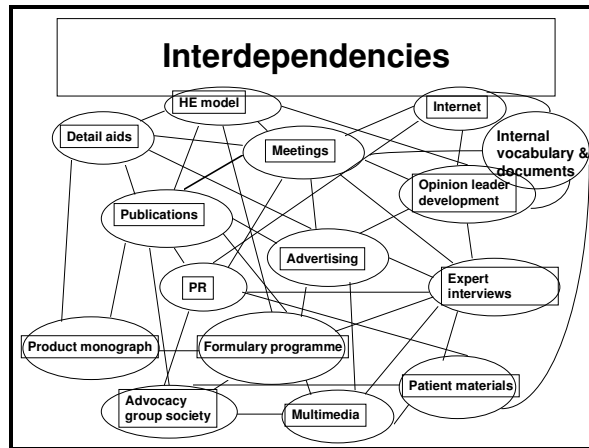
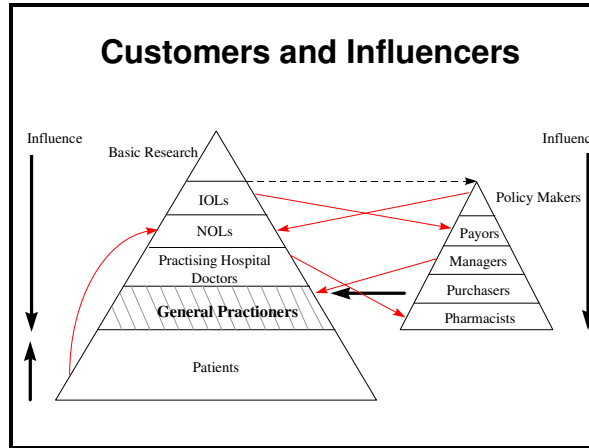
There are a number of vital forces in healthcare which are driving global convergence. These include changes within the healthcare environment with a focus on cost containment and resource utilisation, an expanding multi-faceted communications network that recognises no boundaries, and the industries focus on effective rapid drug development aided by such European and Global developments as EMEA and ICH.

Forces towards global coverage

- ◆ Healthcare cost containment
 - ◆ Evidence based medicine, clinical guidelines, formularies
- ◆ Communications
 - ◆ Regulators, IOLs, Indexed literature, International meetings, Internet, Gossip
- ◆ Global drug development
 - ◆ Fewer but larger, multicentre, multicountry pivotal studies
 - ◆ 'Simultaneous submissions
 - ◆ Trend towards global core positioning, pricing and promotion.

Global branding has an important role to play and needs to be recognised as a necessary component in this convergence. This branding is about much more than the visual elements of name, logo, etc.; it is also about the descriptors, promise, tone and theme of the product. These latter considerations greatly influence the visual elements and need to be decided on before visual development can begin. In the field of healthcare product marketing, it is therefore essential that if we believe in global branding, the process starts early in the product development lifecycle. This needs to be as early as Phase II clinical development, so as the product moves into Phase III and is being talked about and discussed in the medical community, the correct verbal elements and tone are being seeded.

The activities taking place during this phase of product development are numerous and in addition to being carefully planned for maximum impact need to support the verbal and visual branding elements, targeting appropriate customers and recognising the influencers and interdependencies in the communication process.



In the healthcare arena the verbal element in particular needs to include descriptors as well as product promise. This can be a major differentiation from the non pharmaceutical sector. Examples will be shown and discussed to illustrate this point eg. 'We try harder' and 'real thing', of 'the non-sulphydryl Ace Inhibitor' or 'the once a day IV antibiotic'. This verbal descriptor in pharmaceutical marketing is vital to enable consistent description of the product and its role in scientific publications and meetings. This may be used early in development to differentiate and position. However it is important we do not stop here and the product promise is developed and used succinctly in the wider marketing materials and promotion, to the broad customer base.

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The input of marketing intelligence into the process at the beginning of the branding design is integral to success. Customer research (all customer groups) to discover feelings, expectations, is vital to elicit their own verbal and visual expression of imagery, descriptors and product tone. Different approaches in design execution and research will be required for patient-driven vs. scientific-driven products.

The biggest challenge to the pharmaceutical business is possibly to make this branding happen within the organisation and achieve consistency. This requires appropriate implementation and local flavouring, affiliate buy in and understanding, encouragement, monitoring and policing. Business intelligence can play an important role in this process.

In summary successful global branding in the pharmaceutical industry requires us to:

- ◆ Differentiate
- ◆ Position
- ◆ Establish rationale
- ◆ Build customer needs
- ◆ Use Descriptors as part of Brand vocabulary
- ◆ Use early enough
- ◆ Ensure credibility to create adoption.

Pharmaceutical and business intelligence and research is integral to the creation of these credible brands and to ensuring successful adoption and execution firstly internally in the global organisation, and ultimately externally among the customers.

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