

Building Strong Pharma Brands

May 17 to 19, 2017

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



OVERVIEW

The Pharma industry in Pakistan is seemingly active in marketing “Products” quite aggressively. However, barring few MNCs, the majority is not “Branding” their products. Giving molecules a name and focusing on obligatory marketing through sales is name of the game. Generics are gaining momentum at cheaper prices.

Never before the Pharma industry had realized the importance of branding their drugs. Creating an image in the mind of Doctors & Patients by establishing a relationship between them and the drug is now being viewed with vigor in developed markets. With clinical efficacy, safety and side effects, intangible psychological benefits are taking prominence in acquiring market leadership and higher margins.

The workshop would un-veil branding tools and Laws as to how “Brand Contract” at various levels may create all the difference. It’ll also discuss how to decrease dependency on traditional local modules making a transition to an on-line, interactive & visual media.

Workshop will also present how globally leading prescription brands successfully positioned against
Competition-Humaira (Rheumatoid Arthritis),
Sovaldi (Hepatitis C), Lipitor vs.
Crestor and Januvia.

The workshop will also elaborate How & Why:

1. Yaz outclass Femina 28 on effective USPs
2. Flagyl stands tall in the Metronidazole segment
3. Ciproxin from Bayer makes more margins than the no.1 brand in the category.
4. Novidat & Oxidil succeeded in creating highest volumes through Law of Name & Company.
5. Risek & Nexum-leading brands using Log-tail approach.
6. Cefespan making room in the Cephalosporin category fast.
7. CAC 1000+ generated “Somatic Markers” for being the leading brand
8. GSK successful in branding generics through “Value Health Project”-Cipval, Fixval
9. Voltral & Voren using the “differential advantage” in the Diclofenac segment
10. Mythocobal from Hilton is the market leader in Cobolmin.
11. Glucophage is the dominating Metformin.
12. GSK still leading in the anti-biotic segment-Augmentin, Amoxil, Ampiclox, Velosef, Fortum-
via Condition, & Portfolio Branding.

Who should attend?

All existing and future Product Managers, Business Unit Managers, Marketing Managers at Pharmaceutical companies.

Faculty

Mr. Akhtar Mahmud is currently CEO, Brand Image - a marketing consultancy specializing in Branding, Advertising and Consumer Insights. He brings 30 years of corporate exposure mainly from Multi-National Companies in senior marketing positions to corporate leadership.

Mahmud has been conducting Training and Development programs for Banks, MNCs, local conglomerates, IBP, PIQC and leading T&D organizations. Market research and consultancy projects for BBC, United Nations, Hoechst, Millat Tractors, ICN, Aga Khan Health Services, Milupa Foods Novartis, GETZ, Pfizer, Searle, Sandoz, Hilton, OBS, Sanofi and NGOs are few of the key programs undertaken by him.

Learning Outcomes

- Essence of Branding
- Perceptual Mapping for Competitive Analysis
- Giving Pharma Brands a Persona
- Selecting Brand Promise
- Giving brands a Positioning statement
- 360 degree Brand-based communication
- Developing interactive forums for local & Int'l KOL customized Channel programs
- Brand-based pricing is premium pricing
- Fetishism. Metaphoric Branding, Somatic Markers. Animations
- BI Positioning Module
- Implications of Brand Value Pyramid for Pharma Products
- Creating USPs & Reason to Believe (RTB)
- Improvising the differential advantage
- Condition, Product & Portfolio Branding
- Using Creative & customized contents via social & interactive Media
- Laws of Branding used in Pharma marketing
- Neuro-marketing concepts to "Prime" Doctors mind: Oedipus & Electra complex, Sublimation



Workshop Fees PKR 40,000/- participant

Inclusive of Course material, IBA Workshop Certificate,
Lunch, Refreshments & Business networking

Experience

EXECUTIVE EDUCATION

Center for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
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For Further Information

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