

Delivery of Brand Promise



Rising Trends in e-Branding



Getting e-Branding beyond its infancy

- What are the motivation tools for physicians to use e-Branding
- Is there a shift of e-Branding from physicians and pharmacists to patients
- What are the current trends in e-Branding

What is a brand?



Touchpoints.

Where customers experience the brand.

Where customers form their perceptions of the brand.

Brand Impression



Impressions of a brand are driven by a broad range of experiences and activities



Historical Pharma Brand Promise and Delivery



The 'customer' was Physicians and Pharmacists; therefore we focused branding

- Directly to physicians and pharmacists (HCPs)
 - Print, sponsorship, pricing/product, company reputation
- Indirectly to patient and consumer via HCPs
 - Pricing/product, company reputation

Target Audiences are Behaving Differently



- Consumers Are Researching Health and Pharmaceutical Information to Make Decisions
- HCPs role is shifting from primary audience as decision maker to secondary audience as key influencer
- Patients and General Public are becoming key target audience
- Consumers Are Using Search Engines and Local Content Sites to Gather Information Online – content must be local to be useful
- Health Information Accessed Online Ultimately Drives Behaviour Offline

Pharma Target Audiences are Online



Total internet users in Europe and in the World:

- Europe: 321,853,477
- World: 1,173,109,925

[[Internet World Stats](#), October, 2007]

33 million Internet users visited a prescription drug site in Q3 2006, a 13% increase on the same period in the previous year.

*December 2006 from comScore Pharmaceutical Solutions
(Pharmaceutical solutions, 2006: www.comscore.com/solutions/Pharma.asp)*

Brand Promises Align With Value Offering



Patients are using the web to:

- Learn** Finding information in order to **learn**.
- Feel** To have **feeling** or be moved - the act of surfing.
- Connect** As part of a **community**, communicating to friends or customer service, commenting on or publishing thoughts.
- Trade** **Exchange** assets between people or organizations.

Motivation for HCPs to use e-Branding



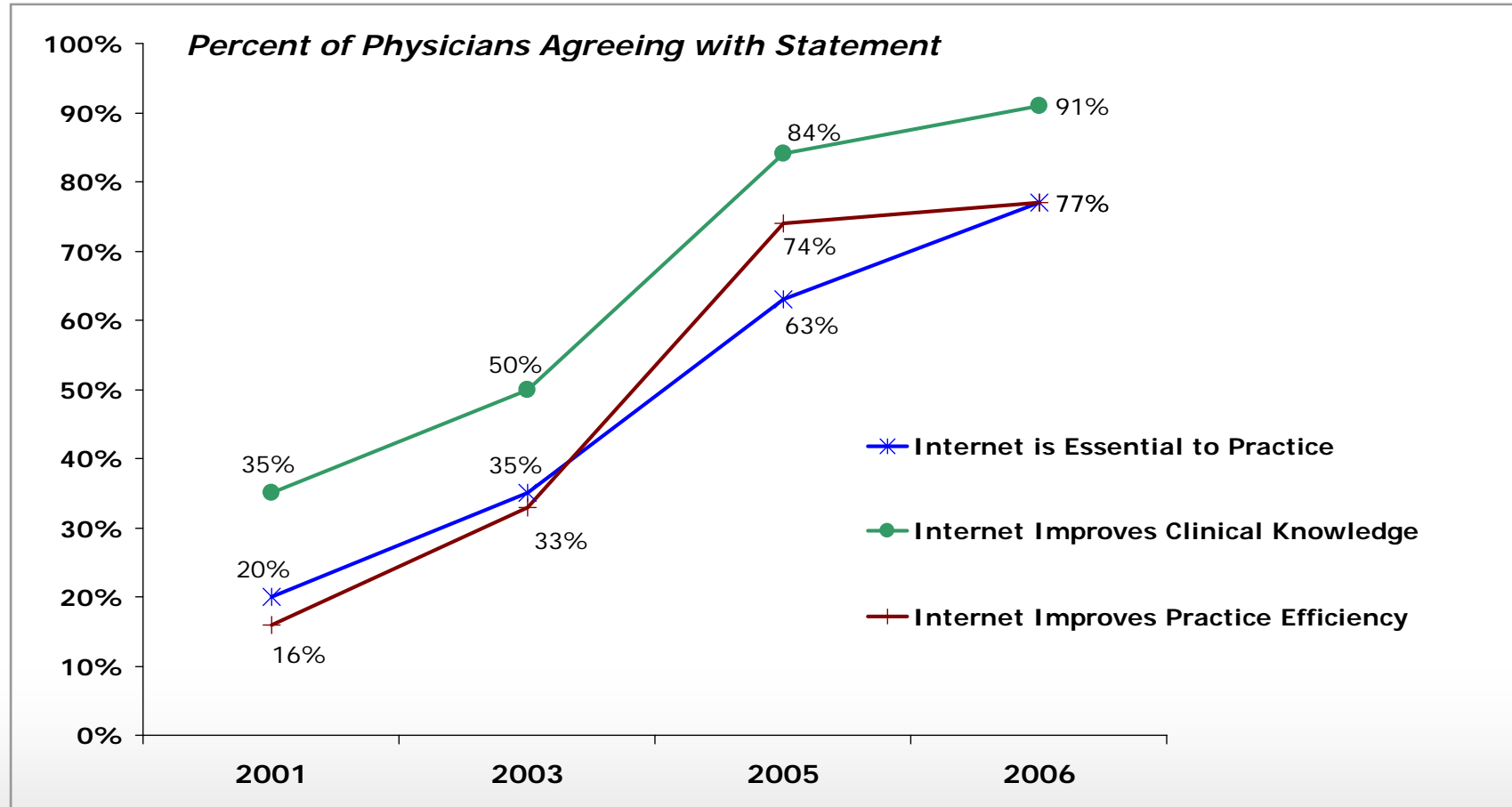
Because physicians and pharmacists are now influencers rather than uncontested decision-makers, they require more commitment from Pharma brands to enable confidence. And they know their patients are online as are the HCPs.

Discussion:

Pharma Target Audiences are Online



Internet Physicians Usage Metrics Are Trending Up Over Time



BASE: All U.S. Practicing Physicians

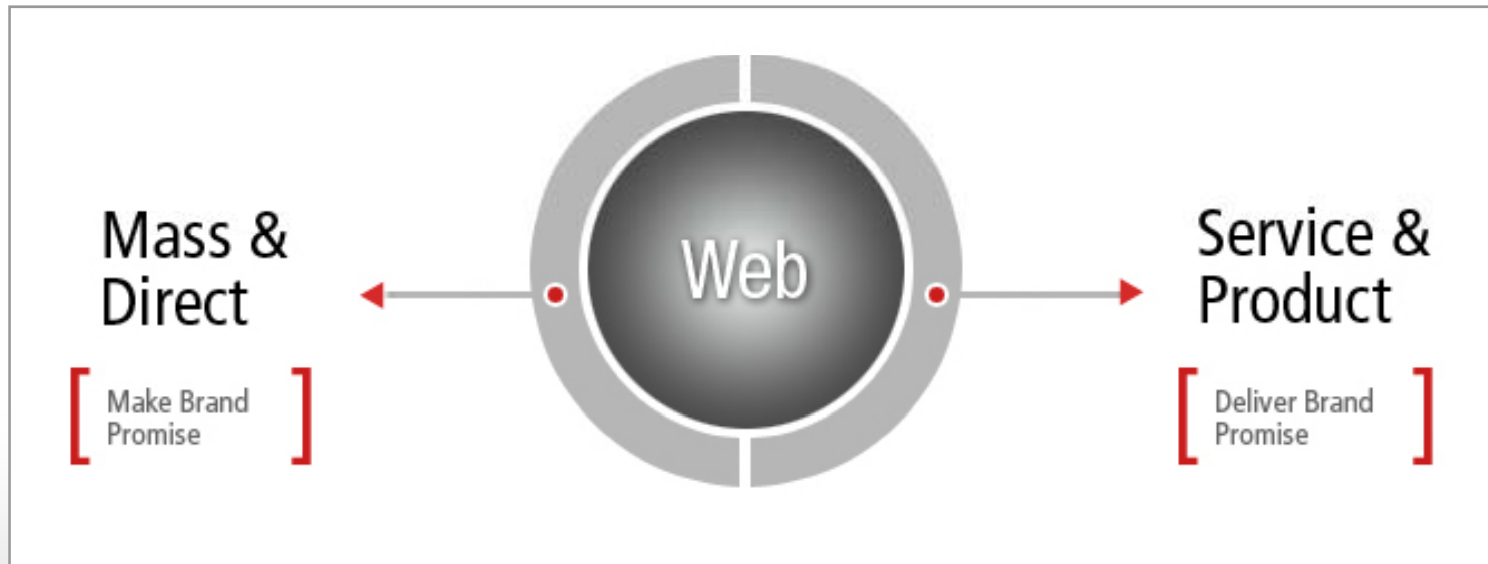
Source: Taking the Pulse v6.0 (2006)

Channel Integration Delivers Brand Promise



Internet As Lead Channel

Effective web strategies move beyond focusing solely on online interactions. Specific business goals are realized through shifting targeted sales, marketing and service offerings online where customer interactions can cost 100 to 200 times less than other channels. **These services have to meaningfully deliver on the brand promise and address key customer needs.**

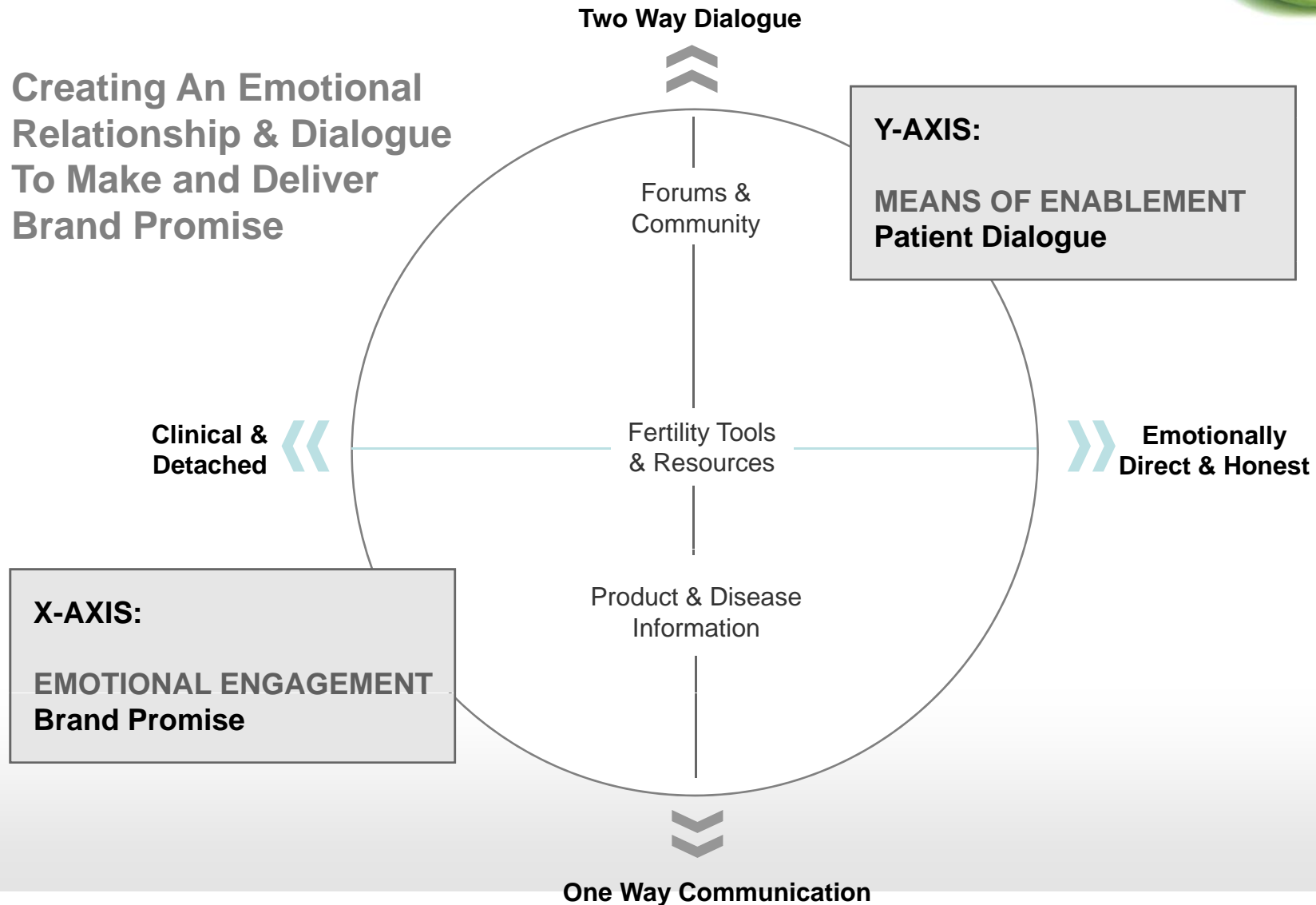


Community Sites eMail Portals Product Sites eDetailing eCME

Online Brand Engagement Landscape



Creating An Emotional Relationship & Dialogue To Make and Deliver Brand Promise



Brand Engagement Mandated By Touchpoint



Delivering the brand promise.

Mass & Direct

Web & e-Mail

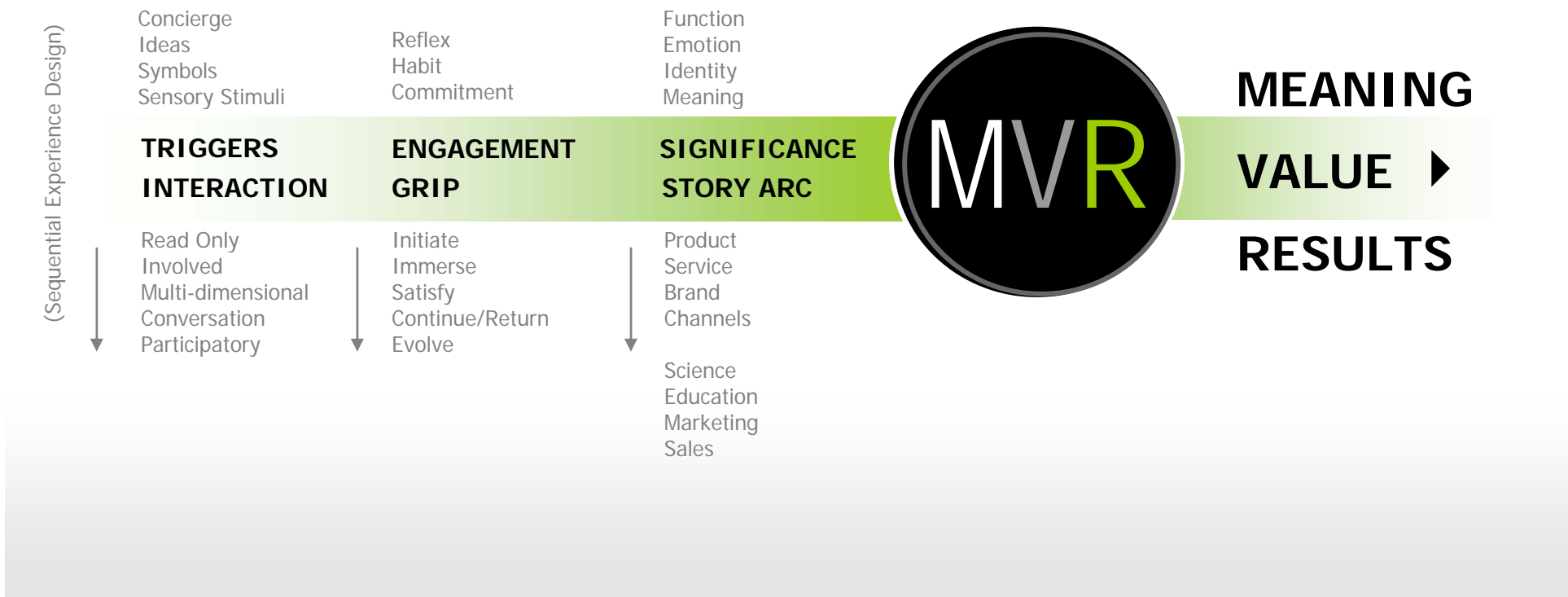
Service & Product



MVR Framework



Online Experience Design to deliver brand promise is approached using this framework. The six elements of design must provide meaning to the user groups, value and results to both the users and the company.



What are the Current Trends in e-Branding



Branded and Unbranded eStrategies enable effective user experiences to move target audiences through specific desired behaviours to ensure brand confidence and commitment.

Discussion:

The importance of Global Branding



Behind every great brand is a great idea...

A single-minded, aspirational promise which drives consistency and captures the unique essence of the offer



Virgin
Challenging the
status quo



Apple
Humanising
technology



Rebif®
Balancing
performance & safety

A Promise Initiated



The brand promise in the marketing funnel.



Condition Awareness & Education



Choice, Action & Loyalty



[Brand Proposition & Promise]

Brand Voice In DTC Restricted Markets



"The International Language of Viagra."

Canadian integrated campaign.

VIAGRA[®]
(sildenafil citrate) tablets



"**Viagra** spanglecheff?"

A man says to a friend at a bowling alley.

"Spanglecheff?" his friend asks.

"Minky **Viagra** noni noni boo-boo plats!"

Pharma Brand Evaluation: COLs + POLs



Patients Actively Contribute.

[Patient]

25,992 YouTube views
Broadcast Yourself™

What it's like having MS
kwazykelli

One person.
Two voices.

[Brand
Champion]

19,178 YouTube views
Broadcast Yourself™

Kelli taking Rebif Injection
kwazykelli

Brand Amplification



1 : 200-300

Source: The HealthCentral Network

The ratio between the number of people posting a comment and the number of monthly **views** each comment receives.

e-Branding today and Tomorrow



- Brands are more important today than they have ever been but it is the Pharma corporate brand that has the most opportunity for sustained value positioning
- COLs and POLs are major brand influencers today and Pharma needs to know who these people are and have a relationship with them
- E-Branding requires an eStrategy Blueprint that effectively makes a brand promise and delivers it across the entire web universe and all channels of experience for customers