What are five key pillars that support great brand development?

• Life cycle planning to help your brand reach its destination
• Finding a creative cure for uninspiring campaigns
• The value of rigorous quantitative pre-launch ad testing

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As an independent agency with working share-holders, we create cost effective Brand Identities with strong ‘green’ credentials. So if you invite Hanson Zandi to do your next Branding project you can be sure to deliver high impact branding that won’t cost the earth.

Global Branding

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Tel: 01628 477211
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What makes Nike such an enduring brand? How did Motorola go from the middle of the pack to the top of the tree? They were already established brands, but they wanted to grow faster and stronger. They have successfully achieved this by becoming relentlessly efficient developers of brands. But the real question is, what are the secrets of their success and how are they applicable to pharmaceutical brands?

IT'S GOOD TO TALK, AND TO LISTEN

The first tenet of success is simple. We are better at what we do when we work together. All great brand developers see themselves as a small part of a much bigger picture. They involve their colleagues across boundaries and functions in an intense conversation about where the brand can and should go. They never want or expect to solve a problem or come up with a great idea in isolation. However, while you need to listen to key people, a great brand also needs a strong leader; someone to make decisions and move the brand forward so that opportunities and momentum are not lost. Great brand development is also built on the philosophy that the brand needs to engage in a conversation with the customer. It's not about 'telling' or 'selling' but about talking to them and learning from them to uncover new opportunities for growth.

DIGGING DEEPER

'Insight' in any form of marketing is a misused word. What many companies think are insights are actually just observations or statements of fact. Great brand champions and insight-driven companies know the difference between information and insight. They know the power of deeper insight and they know how to find it and recognize it. But why look for deeper insights?

Great insights inspire change by identifying a truth in a market and a tension. If you can identify these two things in your market, you have identified a customer challenge or need that the brand can potentially address.

There are five key pillars that support great brand development and unlock growth, but how are these applicable to pharma?

The quick and easy suffix/prefix insight test

Isn't it interesting that...

...and as a result my action is...

Insert proposed insight here

If you can identify a truth and a tension in the market, you have identified a customer challenge or need that the brand can potentially address.
unconditioned market is forced to use uncreative techniques.

In FMCG, we generally use
these techniques of disruption and
evasion to fire consumers to the
thought and understand what it is
to be the brand – or product really
This is a little more apply in the pharma industry, but there are ways we can do
Pharma market research we generally
spend of doctors in the real world research
inclining their offered sample, bemoan
the fact that they are responding without
emotion, longing them out of a network
mode by asking them in their local pub
with their medical contemporaries, or over a
round of golf. Maybe your are not
understand what you'd like to understand
at your local golf course.

STRONG UNDERSTANDING

Great brand developers have a stronger
understanding of their markets, how they
work and what drives them. Many marketers
assume they know their market well.
Maybe they do, but do they know better
than their competitors - or do they know
what makes it 'tick' in their category?

This paradigm shift was brave and founded
on powerful insight in the world of
emotion – stretching from the UK to Fiji –
that this popular notion of beauty (as
to attractive supermodels and actresses)
on it and strive to become an
inspiration to real women instead.

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Behind every brand is a great 'big' idea.
Great brand developers have a stronger
understanding of the market, you need to
understand what makes it 'tick' in
emotionally. If you do understand your
what drives them, both rationally and
stand your customers more intimately,
understanding what space they are
to engage in as a

But remember, emotions
to feel and then you need to create this
emotion.

You need to define exactly what it is you want
your brand to be. The experts are right, you need
to tell a simple story that plays into
understanding their marketing plan.

Now ask yourself, for this year's
marketing plan did you:
A) Just make incremental
tweaks on last year's plan?
B) Do the same thing exactly again?
C) Make true emotional
connection?

Everything we do in brand development, in
In pharma market research we generally
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B) Do the same thing exactly again?
C) Make true emotional
connection?
B) Do you need to pull together a dusting down of last year’s off-strategy campaign?

If the answer is yes to either of these, you need to go back to the drawing board and start again. If you are not consistent, if everyone is saying different things, doing different things, and they are not all saying the same thing, it will not be consistent and will not help you build towards your brand vision.

Just think, if every customer in Europe receives over 500 commercial messages each day (in truth it’s more than that), then yours will stand out only if it is different. If you want your brand to grow you must be the one that stands out from the crowd by doing and saying things that are truly different and new, but still relevant and credible.

This means you must be truly different in everything you do, from PR to publications detailing strategies and online activities, but different in a way that is motivating for your target customers and true to your big idea.

OBSESSIVE WITH CONSISTENCY

Should you let someone get away with a message that’s not on strategy? No, of course not. Everything you do must be consistent with the big idea behind your brand and must help you build towards your brand vision.

If you are not relentless about this one rule, your brand development will be impeded and brand consistency will not occur.

Travel anywhere in the world and you’ll find Dove standing for the same big idea. Sure there are cultural differences, even different adverts, but it is instantly recognisable as Dove. Everything the brand says and does, from the brand’s packaging, to the way it behaves, celebrates real beauty, and it is consistent and true to the big idea.

FOCUS ON EXTERNAL OPPORTUNITIES

Great brand companies know that the market starts outside their office. They look outwards and actively are scanning opportunities and changing their strategy to take advantage of these in the best way possible. They are constantly scanning the market to ensure everyone is on track to deliver what is needed to make the brand a success.

TOP TIPS

Ultimately great brand development is underpinned by five key pillars that will unlock growth:

1. A visionary strategy: you are passionate and how you are creating a big idea that everyone can own and can go off in different directions but still be true to the big idea.

2. Deep insight: all great brands have uncovered a genuine insight about their market that they have tapped into.

3. A brutally simple idea: create a big idea you want your brand to own and stand for, and one that transcends the normal boundaries.

4. Practical creativity: in order to stand out from the crowd you must be brave and do things differently.

5. Execution: relentlessly and consistently reinforce your big idea throughout all aspects of the brand experience.
How planning helps the brand on its journey

To shepherd a brand through its life cycle requires recognition of where it has been and how it got there, or to envisage and create a journey where it has not been.

Where do you sit on the Skoda acceptance curve? Do you still reject the idea of ownership, or would you still require its positioning but would not buy one yourself? Have you checked the prices and specifications of any of these cars out of hand? Do you admire its positioning but wouldn’t buy one?

The Skoda relaunch is a great example of how good planning can change a brand’s fortune. When Volkswagen took over Skoda and improved the quality, a decision had to be made about how to advertise this. By acknowledging its previous position directly in the early ads – “I can’t believe it’s a Skoda” – the company found a way to inform the public that the cars had now improved without going down the traditional facts and figures route. It was a huge success.

Effective planning requires awareness of the wider context for the brand and recognition that the outside world will not see the product in isolation but within a range of options. Everything a customer places a pharmaceutical product in their hierarchy of treatments does not depend entirely on the product features. It is about what the brand offers – the element of the planner to manage.

Every brand’s life is a journey. At any point along the way it has a past and a future, which affect the credibility and acceptability of the claims it needs to make.

As a planner, the task is to shepherd the product along and adjust its direction should circumstances dictate. It is the planner’s job to ensure the product’s success. It is the planner’s task to craft the product’s story, to create a single-minded, competitive and involving message that fully engages the customer. The planner acts as the conduit between the client and the creative department, and as the shaper of information, the medium of the message in the logo. It is completed only when successful results are returned at the end of the brand’s life. The planner should be involved at every step to shepherd and expand the brand's journey.

Every brand’s life is a journey.
MARKET RESEARCH AND ADVISER

The key to successful brand building is to understand the consumer – exactly what they want, what they like and how they respond to a product. By bridging this gap, the planner is able to develop a brand and communications strategy that not only resonates with the audience but also creates a brand that meets the needs of the consumer.

THE COMMUNICATION PERSUASION MATRIX

1. Exposure and perception
   - Is it easy for the customer to recall the information you want them to?

2. Comprehension
   - Have you made it easy for the customer to understand what you want them to do?

3. Agreement
   - Will they recollect your message when they are next in decision-making mode?

4. Retention
   - Does your message have “cut through” – will it be noticed, remembered and acted upon?

5. Action
   - Can they believe it?

6. Pay attention
   - Can they believe it?

7. Behave accordingly?

FACILITATOR AND NAVIGATOR

For the brand to reach its destination, the planner needs to create a harmonious team of client, customer and end customers. This is challenging as each speaks a different language and operates to a different agenda.

The client wants to tell the customers what they are and what they stand for. The customer wants to embrace the product. For this to happen, the planner needs to create a “big idea” that resonates with the customer and their wants and needs.

The planner must establish that market research is conducted effectively and is understood by all stakeholders. Throughout the brand’s life cycle, new sets of information are generated and returned useful information. It is not a given that you even get noticed at the start of the process and the planner has many hurdles to clear successfully all the above hurdles.

3. Agreement
   - The key part – the audience now decide whether to believe the message, is it valid, relevant and resonant?

4. Retention
   - Does your message have “cut through” – will it be noticed, remembered and acted upon?

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The work we do for our clients says more about us than a mission statement ever could. If you like the look of what you see contact Justin McCarthy or Phil Ledger on 01462 431 477.
Why, despite its evident brilliance in growth, value and the quality of the people it employs, is the pharmaceutical industry plagued with dull and ineffectual advertising… and what is the cure?

Most unsettling of all is the almost universal absence of campaignable ideas founded on remarkable or unique customer insights.

Perpetuating mediocrity of good work in healthcare could be attributed to the heightened complexity of the regulatory environment, the mistaken belief that healthcare professionals do not react to advertising in the same way that normal human beings do, or even in the choice of getting a new drug to market – marketing communications are regarded as a tactical afterthought. Perhaps it’s a function of product-led – rather than market-led – thinking in the typical pharmaceutical company. Or perhaps, because marketing investment in this category makes up such a small percentage of overall budget, it is difficult to justify the recruitment of highly experienced personnel with specific expertise in the field of communications.

Whatever the reason, there can be no excuse for associating shoddy, silly or plainly amateur communications with products that represent the culmination of so much professional dedication and effort.

Pharmaceuticals fall into that rare and enviable set of product categories consisting of things that have proven and demonstrable benefits.

The power of imagination
Advertising and Branding

Investment worth making. In healthcare, cost of production and media placement will generally guarantee a prize or two. And the breast cancer, STDs and child abuse will have more than enough of it.

3.2 Dosage and method of administration

- To be taken with eyes closed and a deep breath immediately on arrival at office
- Can be administered as an enema in extreme circumstances
- For the time being there is no data to suggest that the dosage needs to be reduced in the case of highly experienced marketers and advertisers
- Can be contacted at gordon.torr@langland.co.uk or on 01753 833348

Imagination is indicated for the symptomatic relief of dull, boring, predictable, ineffectual and trite advertising campaigns typically associated with pharmaceutical and healthcare communications.

Imagination ignites the status quo, and a marketing brief should not be used until a clear, simple and meaningful insight is available. Patients with meaningful insights are not readily available. Patients with meaningful insights are not readily available. Patients with meaningful insights are not readily available. Patients with meaningful insights are not readily available.

3.2.3 Contraindications

Drugs to help stroke victims are briefs that can, however, lead to delusions of grandeur, envy from the competition.

1. NAME OF THE MEDICINAL PRODUCT

2. PHARMACEUTICAL FORM

3. CLINICAL PARTICULARS

3.1.1 Therapeutic indications

3.1.3 Contraindications

3.1.2 Special warnings and precautions for use

3.2.1 Dosage and method of administration

3.2.2 Special warnings and precautions for use

3.3.1 Overdose

3.3.2 Undesirable effects

3.3.3 Interactions with other medicinal products and other forms of intervention

3.4.1 Storage

4. PHARMACOLOGICAL PROPERTIES

5. INCOMPATIBILITIES

6. STORAGE

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Gordon Torr is the interim creative director at Langland. He can be contacted at gordon.torr@langland.co.uk or on 01753 833348
Advertising research by numbers?

The pressure to develop a successful ad campaign is leading to more rigorous quantitative testing of print and online ads before they are rolled out. So how can we help guide our clients and their brands through the stormy waters of culture clashes, entrenched positions and misunderstandings?

To help maximise the chances of success, it is clear that advertising research needs to be a team sport from the outset – not a boxing match! We need all the players from the client, creative agency and research agency pushing towards the common goal. The client plays a crucial role in pulling the team together and involving the whole client and their brands through the campaign:

1. Will target doctors notice and remember the ad?
2. Will it communicate the desired message?
3. Will it motivate physicians to prescribe and hence increase sales?

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Real life impact can be predicted from research
Why people stop and take notice of ads is a key measure that can be explored via metrics such as interest and engagement – is the ad doing its job? But on its own, grabbing attention is not enough. For the majority of us, we need the desire to stick the brand name in the bottom right-hand corner and think ‘job done’. The desire to do this can be achieved by incorporating of the brand name itself but in all ads it is rarely enough. Unless the creativity draws and makes it stick – and yet over a third of ads fail to communicate on strategy. With proliferating campaigns it is not just the brand the itself that needs to be highlighted through continuity of style, but in all ads it is rarely enough. Not such great ads then! It’s a nursery rhyming that we can see…

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An engaging creative with strong brand integration of the brand in advertising can be achieved by making sure we can all recall ‘great’ ads that we talk about with our friends, but cannot actually remember what was being advertised.

WILL IT COMMUNICATE THE DESIRED MESSAGE?

Messages that are boring copy will probably never be read, while those jumping out of the visuals and headline cannot be missed! This is why measuring the eye’s movement is vital. What else do the eyes see and what is missed? This is where measuring the eye track is vital. What first catches the eye will be perceived as important.

DOCTORS TO PRESCRIBE?

In advertising, with the brand being communicated, can you see if you started with such an idea, would you do the opposite to highlight your strategy? We have seen this with over a third of all ads which communicate on strategy, to be successful the message needs to be highlighted by the activity.

High

Persuasive messages that drive short-term effects are those that are new, relevant and credible to the target doctors – so we need to review the research mix has the best RoI. Armed with all the above, the researcher needs to help clients choose which part of a campaign or strategy can be most effective in a new way if we can – we can see that strong integration of the brand in advertising can be achieved by making sure we can all recall ‘great’ ads that we talk about with our friends, but cannot actually remember what was being advertised.

Professor Trevor Acreman is head of healthcare at Millward Brown. He can be contacted at trevor.acreman@uk.millwardbrown.com or on 01926 826217.
1. What needs to be achieved through advertising?
- Do you need to raise awareness?
- Does the target audience need to be reminded of the brand?
- Do you need to reinforce current behaviour?
- Do you need to change current behaviour?
- Are you expecting to collect personal details for future promotional activities?

2. Who are we talking to?
- New users
- Lapsed users
- Current users
- Other

3. What do we know about these people?
- What do they currently do/use?
- What do they currently believe about our brand?
- Do they have an unmet need/reason to change their behaviour?
- Do you know what they read/where they look for information, e.g., journals, websites?
- How many of them are there?
- Is advertising really an efficient and effective way of reaching them?

4. Which media is going to be most effective?
- Are you looking to make a big announcement (e.g., launch campaign aiming to gain widespread awareness very quickly might have a high percentage of weekly journals with double-page spreads)?
- Are you looking to remind and reinforce behaviour (e.g., if it is an ongoing campaign might you use monthly journals with smaller space ads)?
- Are there other media channels (e.g., banner ads, viral ads) that can support the campaign?
- Do you know what weight and type of activity the competition is doing?

5. When should the campaign run, and for how long?
- Is there a crucial external date that the advertising should work with (e.g., seasonality of the brand/area, National ‘Disease Awareness’ week)?
- Is there a crucial internal date that the advertising should work with (e.g., new licence, other promotional activities)?
- Do we know the frequency of usage of the brand (e.g., a brand used infrequently may require a longer-running campaign or a series of bursts of activity)?

DEVELOPING AN ADVERTISING STRATEGY

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Are your brands getting the advertising they deserve?

Brands are amongst the most valuable assets your business can own. Up to 98% of GPs in the UK express a preference for a particular brand in a given therapy area and up to 70% of brand prescribing decisions are made for a given diagnosis before seeing a specific patient. Therefore, creating sales effective advertising to support and build brand equity has never carried so much importance.

Millward Brown Healthcare - We know what it takes to make a healthy, profitable brand.

To learn more please call Trevor Acreman on +44 (0) 1926 452233 or email trevor.acreman@uk.millwardbrown.com