

# Building Successful Brands

Building-Successful-Brands-Oct2020

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## Personal Case Study

Marie

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**A human interest story  
and a testimonial ...**

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... evokes certain feelings

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➔ **Trust**  **Reliability**

Something you can rely on  
and use with confidence

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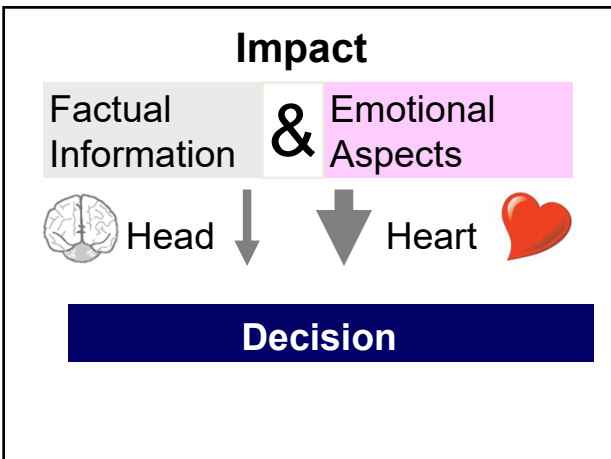
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### Medical Scientific Dimensions

- Efficacy
- Tolerability
- Convenience
- Quality (made in Germany)

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### Financials



Money follows,  
it does **not** lead ...

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### Goal

Meeting customer needs  
better than the competition  
and convey that effectively

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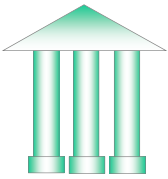
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**Who**



Headquarters  
giving guidance

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**Value of a Strong Brand**

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**Helps**

Stand out from the crowd

Attract people

Support negotiations with  
buyers / procurement / key accounts



Helps you sell

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**Major reason for lacking impact**

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did not believe

did not notice

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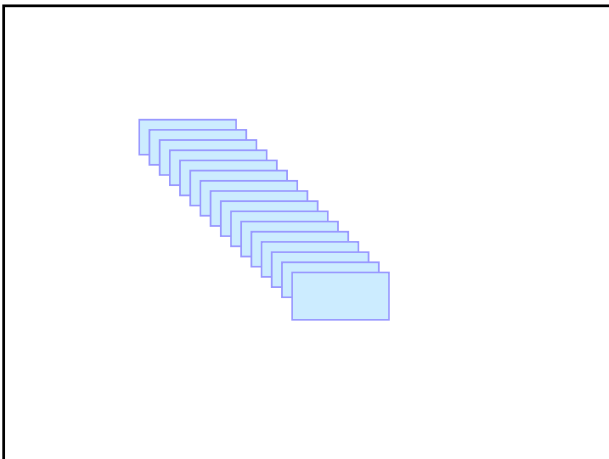
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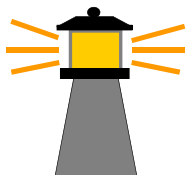
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Visibility  
is the name  
of the game

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If the customer is not  
conscious of the choices:  
He or she cannot make  
a good decision.

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Capture people's  
attention and keep  
them interested

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*Example*

If the consumer remembers the name:

➡ Pharmacists will recommend it

➡ Doctors will prescribe it

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We want to be top of mind

**Headache**    Aspirin®

**Cough**        Prospan®

Bayer Trademark: Aspirin®

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A modern classic

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**Hallmarks of a Successful  
Pharmaceutical Brand**

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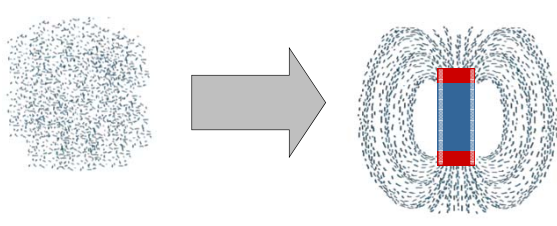
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### Aligning



unique  
distinctive

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### Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals

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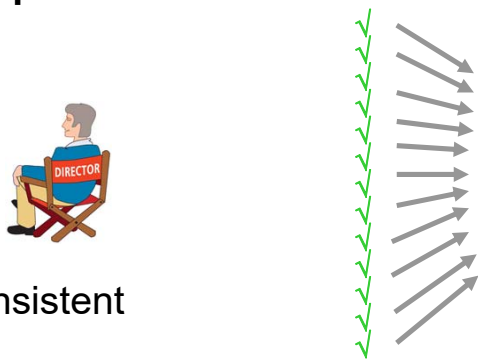
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### Comprehensive



Consistent

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**Convincing Message**

Concise

Clear

Credible

Consistent

Caring

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**Concise**

Short and to the point

**KISS** Keep it short  
and simple ...

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*Article or Print Ad*

How many words get scanned  
the first time through? 10

*Billboard* 5

Seth Godin

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**Clear**



- Easy to read
- Easy to understand
- Easy to remember

Note: Limit the number of claims

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**Best Number of Bullet Points**

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"Triplet" ...

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**Credible**

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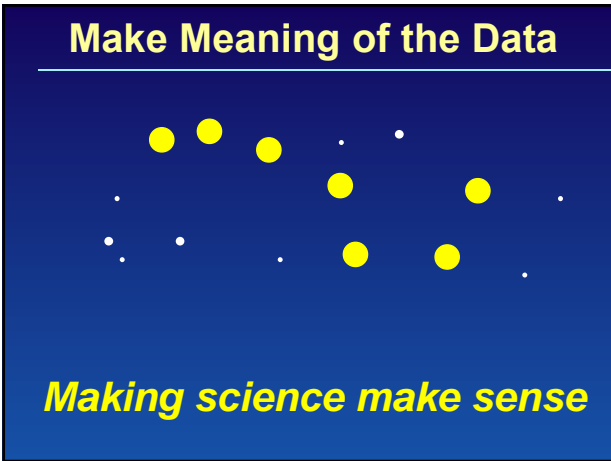
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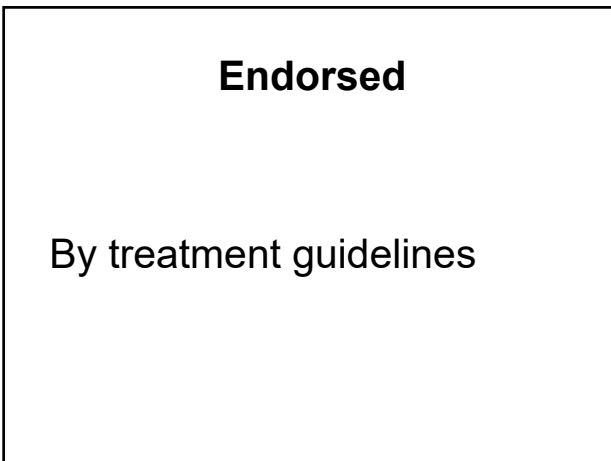
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## Key Opinion Leaders



- Inform them
- Involve them
- Engage them

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*Example*

## Scientific Advisory Board

Medical Affairs

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Best Validated ✓

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**Consistent**

Across countries

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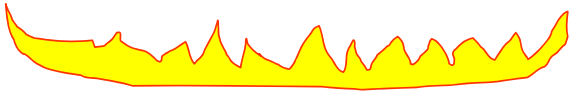
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**Caring**

Of relevance to the customer

A messages resonates only,  
when it solves a problem



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**Value**

Features  
and  
Attributes



**Benefit**



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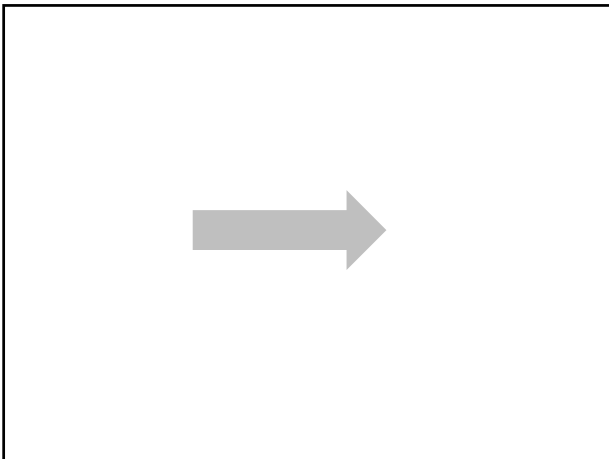
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With **language** you are playing a dangerous game

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**Focus on Efficacy**

Homeopathic preparation    Herbal Medicine    Of natural origin

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### Tolerability is *not* Safety

~~The product is safe~~

The product is well tolerated

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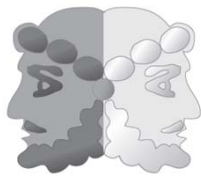
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### Words can

repel

sell



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Few side effects

Good tolerability

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### Words With an Invisible Pull



Ease  
Relieve  
Alleviate  
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Use identical positive vocabulary in

- Publications
- Press releases
- Advertisements

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**Working with a  
Local Advertising or  
Communication Agency?**

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Missing a  
"C" ?

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**Clarify the Objectives**

We are **not** in fine art.  
You as agency are here to  
help us convince customers  
and generate sales

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"It is better to be  
**remarkable** than  
to be creative"

David Ogilvy

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**Keep it clean**

*Absolutely no*

~~FANCY EMBELLISHMENTS~~

~~Decorative Ornaments~~

Instead: Focus on the essentials

**Value**

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**Competitors**

We never bad-mouth them

We never mention them by name

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**Communicate**

Reach out and convey the content

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**Delivering Your Message**

To the right audience

In the right sequence

In the right way

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**Communication Channels**

Publications

Events

Opinion Leaders

Digital

Public Relations

Advertising

Sales Force

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**A Channel**  **Digital**

- Top ranking websites (SEO) including a Call-to-Action (CTA)
- Electronic newsletter
- *Social Media*
- Online videos ...
- ...

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**Using Online Videos**

Conversion Rate  **80%**  
on Landing Pages Vidyard

Web traffic  **41%**  
on Online Search Aberdeen Group

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| <b>Good</b>               | <b>Great</b>               |
|---------------------------|----------------------------|
| Knowing the products well | Knowing the products well  |
|                           | +                          |
|                           | Knowing the customers well |

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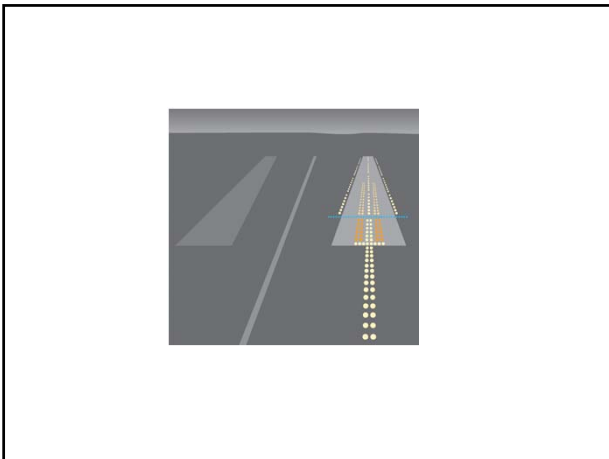
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Different customers  
value different things

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**Target Groups: Relevance**

Consumer 

Pharmacist 

Physician 

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- Familiarity
- Trust

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- Favourable financial terms
- Memorable brand
- Consumer will demand it

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## Blue Ocean Strategy

Making the competition irrelevant

W. Chan Kim, Renee Mauborgne

Apple, Starbucks, Cirque de Soleil

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**Only a grilled  
burger is a  
good burger**

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There are several  
good reasons why  
your colleagues are  
recommending Examplex  
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**Customers**

Interrelated

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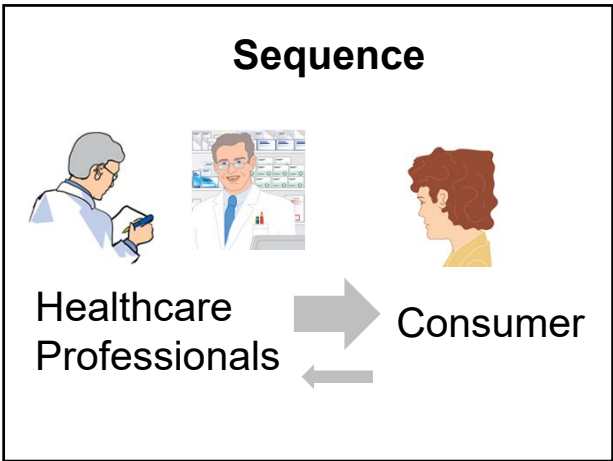
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The actual sale is always done in a local market

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**The Mantra**

For being remembered in the market

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**Repeat  
Repeat  
Repeat**

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**Tell  
Tell  
Tell**

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**"Brand work can  
be boring work"**

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Success through ... Consistency



Head of Marketing BMW

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Play it  
again,  
Sam

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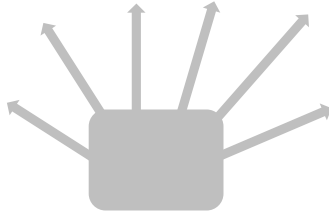
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### Old Approach to Channels



Separate

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### Ideal: Seamless Communication

Think borderless interaction

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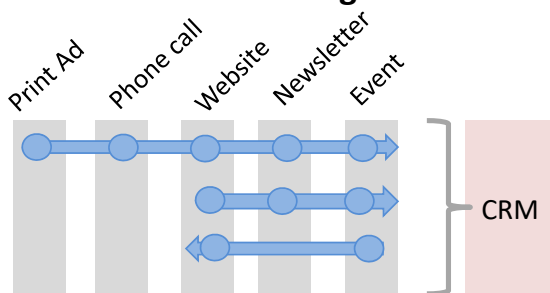
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### Orchestrating



"Touchpoints on a Customer Journey"

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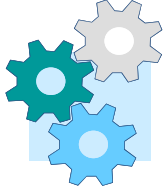
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### Multi Channel Management



Enhance  
Reinforce  
Complement

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### Customer Experience (CX)

"Moments of truth"

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If you want to reach  
peak performance:

It's people who  
make it or break it

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### Rising to New Levels



No one can  
predict to  
what heights  
we can soar

Even we will not know until  
we have our wings fully spread

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