

## **Branding your company to big pharma... a prescription for success.**

If there is one global industry that possesses an innate understanding of the value of “brand development”, it is certainly the global pharmaceutical sector. Just stop anyone on the street and ask them to complete the statement “Nexium. The little purple\_\_\_\_\_.”

So, if you are selling a product or a service to a manufacturing sector such as the pharmaceutical industry, how important is “branding?” To answer that, let’s take a step back and look at why branding is critical to the success of any integrated marketing or advertising program in the B2B environment.

- Before 1991, Intel was an undistinguished brand, lagging well behind Texas Instruments in microprocessor sales. The company then invested heavily in brand awareness and advertising. Today, the Intel brand (based on a commodity chip) is the fifth “most valued brand” globally with intangible brand equity estimated to be worth \$7.47 billion. (source: Interbrand/Business Week)
- There is a direct, positive correlation between brand image for technology companies and their stock performance. (source: studies by Techtel/David Aaker)
- Malcolm Gladwell’s bestselling book, Blink, asserts that customers make better buying decisions when they rely on their 2-second first impressions (“adaptive unconsciousness”) vs. a long, drawn out process involving lots of rational yet extraneous information. A strong brand = a strong, 2-second impression.

### **The importance of brand perception**

In the pharmaceutical industry, purchasing decisions on everything from manufacturing software to packaging materials and equipment are typically made by inter-departmental teams. These “procurement

cells” can be complex in nature and often include representatives from several different disciplines such as engineering, marketing, purchasing and production.

It is vital to keep this audience in mind as you begin the process of communicating your brand message.

Because they live and breathe in a highly-regulated environment, pharmaceutical companies often evaluate potential suppliers according to numerous, rigorous criteria...a “scientific” RFP process. But just like any other industry, the final decision on a multi-million dollar investment will come down to much more than a numeric score on a rubric. In fact, your best chance of being invited to participate in an RFP in the first place typically hinges on one thing...the perception of your brand.

Successful B2B brands require one voice. Customers who experience and brand through integrated, consistent messaging will more likely become repeat customers (or “brand loyal”). Depending on your particular product or service, there are a variety of tactics that an advertising agency can deploy to help develop and market your “brand” to global pharma.

### **The 3 key steps to establishing a company’s brand or image to the pharmaceutical market**

#### **STEP 1 – Doing the homework**

At Turchette, we take a team approach to building our client’s brand image. For new clients, this process begins with an in-depth orientation meeting. Members of the agency’s account management, creative, media and public relations departments will spend a day with the new client to assess their current marketing strategies, perceived strengths/weaknesses, competitive market position, and much more. From this meeting, we prepare a preliminary marketing plan including a creative platform, media analysis and budget outline. Our agency’s expertise in the healthcare market is critical at this stage. We attend the industry events, we read the industry journals and surf the relevant websites on a daily basis. In short, we know the right questions to ask.

#### **STEP 2 – Crafting the message**

The pharmaceutical industry is naturally risk-averse because it must survive and flourish within highly-regulated parameters and under intense government scrutiny each and every day. When we begin the process of developing a creative message or an image campaign, it is vital to portray the client’s products or services as trustworthy, market-proven and backed by superior service. We do our best to position the client as a market leader who is confident in supplying innovative solutions to global pharma locations.

Oftentimes, the brand message is then developed by our creative team using the full array of elements, including everything from new logos and taglines, full page print ads and interactive media, to sales collateral, trade show graphics and more.

### **STEP 3 – Communicating the brand**

Finding the right blend of communications vehicles to penetrate the pharmaceutical sector is no small task. Our media and public relations departments play a big role in choosing the right medium for the message.

If we are looking to quickly establish a brand identity, a national ad campaign in industry trade journals is usually a first step. Because we do a lot of work in this market, we are able to assess the proper media options, leverage our consolidated buying power to negotiate the best possible rates and then secure outstanding placement positions/packages.

Parallel to the print media, we also incorporate online media components including targeted banner ads, e-newsletters, mobile media and lead generating vehicles such as white papers and video downloads. Trade shows such as Interphex, AAPS, Global Pharma Expo and MDDI are also utilized as platforms from which to launch a new brand message.

For credibility, we employ an aggressive public relations effort on our clients' behalf. Because our PR department has extensive contacts with all of the major media outlets, we can quickly establish a proactive plan to secure editorial coverage wherever possible. This can include news releases, feature stories, case studies, interviews and speaking engagements.

**For over 20 years, dozens of the world's leading providers of machinery, supplies and services to the global pharmaceutical industry have out their trust in the integrated marketing solutions provided by Turchette. If you would like to learn more about how our experience can be put to work for your company, please contact Jim Gorab, Executive Vice President (973) 227-8080 x36 [jgorab@turchette.com](mailto:jgorab@turchette.com)**