

Driving Brand Value in Emerging Markets - Winning Strategies and Tactics

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Abstracts

Your key to breaking new ground in emerging markets.

It's a case of old versus new: established markets with stagnant, single-digit growth in sales versus double-digit performance in emerging markets. Yet much as the BRIC (Brazil, Russia, India, China) countries and others hold enormous potential, success has not always been assured. What defence mechanisms exist for brands to tackle the threat of cheap and poorly manufactured generics? How must pharma adapt to domestic business practices to ensure pro-active relationships with local distributors? How do in-country partnerships, networks, and the positioning of established brands work in these markets?

Insightful, pertinent and dynamically presented, FirstWord's newest report is designed to share critical knowledge and experience to those challenged with establishing brand presence in emerging markets.

Report Overview

Filled with insights from experts in the field, the report outlines the allure—and complexities—of emerging markets, as well as the best practices and strategies to establishing a profitable presence.

Offering their expert views are leaders currently working in the area, such as Serge Scotto (CEO of Taishi Pharma AG), Diego Forero (senior director of Pfizer's Established Products Latin America) and Wolfgang Brait (recent former head of specialty medicines, Group Emerging Markets), who shared his take on the potential emerging markets offer.

Anyone who needs to know what does and doesn't work, those who need to know the differences in sales infrastructure and accepted practice, or others who requires advice on building strategies in markets that are in a state of change will benefit highly from this report.

Key Report Features

Insight on strategies to tackle the growing dominance of generics

Information on branding in emerging markets, how domestic competition works and what opportunities and challenges exist

Examination of how some multinationals position their brands and build equity

Key opinions from experts working in emerging markets, particularly Latin America

Overview of the importance of strong, local relationships, on-site contact and accessing long-term domestic knowledge

Case studies, including Novartis' Glivec humanitarian patient assistance programme

Insight into how strategies and tools such as sales, digital marketing, local knowledge, and understanding the relationship between patients and physicians/payers vary from market to market

Key benefits

Understand the critical importance of accessing deep, local knowledge while approaching domestic partnerships with clarity

Learn how to obtain the best deal from local distributors while protecting your brand

Comprehend the differences in branding and marketing in emerging versus developed markets, with particular reference to adapting global brands to a

domestic market

Grasp the importance of long-term commitment and investment for inspiring confidence in governments, payers, healthcare professionals and patients

Gain access to up-to-date summaries of the latest intelligence and data on emerging markets

Obtain multiple examples of successful strategies for launching products from experts working with Pfizer, Novartis and others

Key Questions Answered

What are the key challenges for entering emerging markets?

How can I access local knowledge and expertise while maintaining brand integrity and momentum?

How do companies already trading in emerging markets handle the threat of generics?

What are the successful marketing and sales tactics currently used to create brand awareness?

What are the key factors in planning and launching a product in an emerging market?

Who Should Read This Report?

This report will be of value to anyone involved emerging market development, particularly those with responsibilities in the following areas:

Brand marketing and development

Licensing and business development

Sales, key account and territory management

Market research and intelligence

Corporate affairs

Regulatory and government affairs

Emerging market strategy and development

Executive management

Expert views

Diego Forero, Senior Director, Pfizer Established Products Latin America

Wolfgang Brait, former Head of Group Emerging Markets, Novartis Pharma AG

Serge Scotto, chief executive officer Taishi Pharma AG, Switzerland

Galina Ditina, marketing director, Lundbeck, Russia

Tay Salimullah, market access consultant, Asia Pacific, Ascendancy Healthcare

Anonymous expert, marketing leader for a top five multinational company

Marc Yates, director of emerging markets, Research Partnership

Key Quotes:

'You know you have to be extremely, extremely careful, in choosing a partner, if you choose this strategy. This is my one piece of advice for potential investors.' Serge Scotto, CEO, Taishi Pharma AG, Switzerland

'You need to create the brand in such a way that safety becomes an integral part of your brand message, if safety is an advantage of yours over the copies. In strong private markets like Brazil, people tend to stick with the brand from Western Europe or from the US simply because they have experience with it.' Wolfgang Brait, former head

of specialty medicines, Group Emerging Markets

'There have to be some signs that not only your brand, but you and your company are here and that they can build up a long-lasting relationship with you. They will not want to do that over email or a telephone call, but face to face, with the presence of bricks and mortar, a signed long-term contract and staff. That's when companies start doing well.'

Tay Salimullah, market access consultant, Asia Pacific, Ascendancy Healthcare

Contents

EXECUTIVE SUMMARY

Generics, branded generics and brands
Promotional methods

INTRODUCTION

Opinion from pharma experts in emerging markets
BRIC will comprise one-third of global medicines spend by 2016
A few facts about emerging markets

METHODOLOGY

I. EMERGING MARKETS: DO THEY LIVE UP TO EXPECTATIONS?

So what promise do the emerging markets hold for pharma?
Growth in medicines spend 2012-2016
Marketing rules and regulations in emerging markets
Key emerging markets
 China
 Public perception of the physician in China
 Brazil
 Russia
 India
Macroeconomic, social and political changes shaping the emerging market landscape

II. BRANDS, BRANDED GENERICS, AND GENERICS

Remaining competitive with a brand in emerging markets where generic spend continues to rise
 Increasing spend on generics
 Defense strategy
 Substandard generic products
 Pricing
 Flood the market
Added value and quality versus generics
 Generic quality control

Regulatory environment raises the stakes for generics firms
Generics in Russia
Buying or partnering with generic producers increases the bottom line
Fear of counterfeit

III. BRANDING IN EMERGING MARKETS: STRATEGY AND TACTICS FROM THE FIELD

The psychology behind creating a positive brand image
Aspirations
Evidence of a multinational's long-term commitment inspires confidence
Capitalise on a good reputation
Market research and campaign planning
Russia exemplifies the need for essential country knowledge
Brand positioning through the product mix
Negotiating solutions for large populations
Pricing for an emerging market
Maintaining brand value through share of voice
Adding value to a brand
Case study: Glivec (imatinib) maintained sales 5 years post-patent loss
Gaining authority buy-in
GIPAP- adding value to the brand
Splitting patients between GIPAP and state funds
Pay-off for the company
Translating global branding messages to an emerging market
Russia
Latin America
Branding through digital channels in emerging markets
Digital promotion in China
Digital promotion in Russia

IV. SALES AND MARKETING INFRASTRUCTURE TO SUPPORT THE BRAND IN EMERGING MARKETS

Sales calls and sales forces
Russia - a special case
Brand emotion
Multinational marketing structures and practices for emerging markets
Relationships with KOLs

Local footprint
Working with distributors and local marketers
Pfizer in Brazil
Local distributors in Mexico
Local distributors in Russia

V. CLOSE-UP: BRAZIL, RUSSIA AND CHINA

Brazil (and Latin America)

Brief market overview
Specialized therapeutic areas
Brazilian government regulations and access to quality medicines
Mutual benefit for multinationals and local partners
Brazil's emerging healthcare market
Patent protection in Brazil
Tackling generics
Potential of other Latin American markets
From the field: Working in Brazil
Shift in the percentage of out-of-pocket payers:
Farmacia Popular
Partnering with local Brazilian manufacturers and distributors
Brands and reputation in large contracts
Close-up interview on Latin America and Brazil: Building value for older brands: a discussion with the Senior Director, Pfizer Established Products, Latin America
Agile Leadership and Effective Communication
Brand messaging tailored to individual markets
Keeping share of voice for off-patent brands
Defending the brand
Second-Tier Latin American Markets Move Up the Scoreboard

Russia

Brief market overview
Growth in medicines spend
Regulatory changes
From the field: Working in Russia
Novartis in Russia

China

From the field: Marc Yates, Director of Emerging Markets, the Research Partnership speaks on working in China
Quality

Physician-sales representative relationship

CONCLUSIONS

ACKNOWLEDGMENTS

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