

Understanding Recent Developments in Pharmaceutical Advertising

By

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TO WHOMSOEVER MAY CONCERN

This is to certify that Vivek N. Mahodaya student of MBA Hospital and Health Management (PGDHM) from The IIHMR University, Jaipur has undergone internship training at Shimona Healthcare from February 8th to May 8th 2016.

The candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



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To Whom So Ever It May Concern

This is to certify that Mr. Vivek Mahodaya a student of MBA in Pharmaceutical Management from The IIHMR University, Jaipur, has successfully completed the assigned "*Understanding the Current Trends in Pharmaceutical Advertising*" project with Shimona Healthcare.

He was found to be honest punctual and hard working during the project period from February 8th 2016 to May 8th 2016.

We are pleased to the hard work put in by Mr. Vivek Mahodaya during the project and wish him luck in all future endeavors.

For Shimona Healthcare

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CERTIFICATE BY SCHOLAR

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Signature

ABSTRACT

Understanding recent developments in Pharmaceutical Advertising

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Introduction

Pharmaceutical companies now a days are not just manufacturing medicines but they are working a step ahead and improving the services around their products. The trend has been on a change in recent times. Previously the promotion of drugs were majorly done through personal meetings but now promoting a medicine has various resources and input materials. Pharmaceutical marketing has a dynamic change in recent times. And the trends are changing at a faster pace. As with now many resources are available with the pharmaceutical companies there is more and more diversification in marketing and advertising department. The work included were designing of visual aid, in-clinic posters, leave behind labels, etc. Now the dynamics of advertising are different so it was just not strategy formulation of new product but also the pre and post market launch activities to generate product awareness which will be necessary to build brand equity in long run.

Objectives

The primary objective of the study was to formulate the advertisement inputs and strategies for the new product launch.

The main objectives are listed as below:

- To design the visual aid for the product.
- To design the in-clinic poster.
- To formulate the concept for new product.
- To formulate in-clinic launch activity.

Methodology

Aim: To design advertisement strategies and inputs for the new product launch.

Objective: The primary objective of the study was to formulate the advertisement inputs and strategies for the new product launch.

The main objectives are listed as below:

- To design the visual aid for the SPARKEL shampoo scrub.
- To design the in-clinic poster.
- To study and design the concept for SPARKEL shampoo scrub.
- To study and design in-clinic launch activity.

Data collection: Secondary data. (Provided by pharma organization)

Tools used: Corel Draw.

Findings

In-clinic launch activity was designed with the help of attractive designing of carton. In clinic posters and banners was also crisply designed and message was loud and clear.

Visual aid design consisted of in detail of product, eye catchy design and attractive punch line.

Conclusion

The product launch activity on various platform were designed. This included cycle meeting launch, in-clinic launch activity, visual aid designing, in-clinic posters design and in-clinic banner for visibility to patient and consumers. The brand was great success in the market when launched. In cycle meeting the product was launched with the decided theme and first line managers were really into the launch activity which consisted of quiz. The in-clinic launch activity was grand success as the doctors responded to the launch with curiosity of the product. And they were really ready to prescribe the product. Company was successful in to demonstrating their unique selling points of brand.

Key words: pharma advertisement, in-clinic launch, designing, visual aid, posters.

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I owe a debt of gratitude to my guide Mr. Abhishek Dadhich, Assistant Professor, at Institute of Health Management Research, Jaipur, all my teachers for grooming me, my senior Smita Kadam for guiding me whenever needed and my friends for the inspiration needed to work with dedication and motivation throughout as a trainee at Shimona Healthcare, Mumbai.

I hope that I can build upon the knowledge and experience that I have gained and make a valuable contribution towards the industry in coming future.

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INTRODUCTION

Advertising is a form of marketing communication which is used to promote or sell something, usually a business product or service.¹ The advertising in pharmaceutical sector is different from fast moving consumer goods marketing or to be specific any other product marketing. As it mainly deals with prescription drugs and according to the rule prescription drug are for betterment of patients and not as a commodity to market for target achievement. On the other side prescription drugs are a massive market and big multi-national companies spend more on marketing than on research. Most of this marketing money is directed at the physicians who do the prescribing, rather than consumer. Marketing to healthcare providers take three main forms: activity by pharmaceutical sales representatives, provision of drug samples and sponsoring continuing medical education (CME).²

Until the early 20th century, newspapers were full of ads making claims regarding potions and elixirs that were sometimes toxic and nearly always useless. Under guidelines released the FDA allowed drug companies to run ads that simply raise awareness of a disease without much restriction. But if a company wanted to describe what a drug was supposed to do, it was required to explain the risks. The ads that followed fell heavily into the first category, because companies saw no way to cram sufficient information about side effects into 30-second spots. Pharmaceutical marketing has evolved from just detailing to doctors from visual aids to in-clinic posters, to leave behind labels reminders to detailing from electronic devices and digital message and email reminders. After digitalisation modes of marketing have increased tremendously. And sources available to formulate marketing strategies are easily available for use. Physician are perhaps the most important component in sales.

Marketing costs account for as much as one-half of the selling price of all the purchased goods and in order to better determine whether we are receiving good value for our marketing investment, than, we should have as consumers some understanding of the nature of these costs; marketing has always existed and the principles of pharmaceutical marketing will bear application throughout the industry. The products of the pharmaceutical industry affect people's health, some of the influencing factors assume greater importance than that attached to the stimulation of sales; today, in modern pharmaceutical companies the current practice is that medical research is working hand in hand with

marketing research in selecting product characteristics that best suit patient characteristics. There is an undesirability of the pharmaceutical products, because patients would prefer, with few exceptions,

not to purchase a prescription, an explanation for the no popularity of the prescription drugs and for the even more no popularity of prescription drugs prices, the last ones (drugs prices) being as a consequence regularly publicly criticized; the community pharmacists receive sometimes the complaints, while at other times is criticized the whole industry and, as a consequence, there is no right price – only a “too high” price (or a “soaring” price); that is why price should be a part of the task of the marketing department. The main characteristic of this approach is to ensure auto demand with limited availability and maximum liquidation of the products, doctors being in this system the core customers. The major thrust is given to build and retain doctors (core customers, they are pulling the demand for products), hence companies also give main emphasis in building and retaining doctors, all efforts being put for generating secondary sales (i.e. from stockist to retailer). To remind their products on daily basis to their direct customer (doctor), companies require more and more field force (that should have: good knowledge of product schemes and offers, a good rapport with retailers) for marketing of these types of products and ensuring good availability of their products to convince doctors and “push” their products (i.e. from Stockist to Retailer to Doctor). For a better professional interaction, it is very important to consider the needs of both pharmaceutical companies and their representatives on one side and physicians on the other side. The push system working in acute therapy segment, in this Doctors and retailers are the core customers in this system. The major thrust is given to build and retain these customers. Products are being pushed in to the market, generally representatives placing product orders. By understanding the customers' delivery requirements Supply Chain Managers can provide considerable value to their companies, account segmentation (to identify market segments such as acute and chronic therapy market) being a very powerful tool for understanding these requirement, while logistics.

They write the prescription that determine which drugs will be used by people. Influencing the physicians is the key to pharmaceutical sales and this is done by large pharmaceutical sales force. A medium sized pharmaceutical company might have a force of 1000 representatives but multi-national company (MNC) have tens of thousands of representatives around the world. Sales representatives called upon physicians regularly, providing clinical information approved journal articles, and free drug sample. This is still the approach today; however, economic pressure on the

industry are causing pharmaceutical companies to rethink the traditional sales process to physicians. So the industry has

seen large scale adoption of pharma CRM systems that work on laptops and more recent tablets. The emergence of new media and technologies in recent years is quickly changing the pharmaceutical marketing landscape. Pharmaceutical companies are exploring online marketing as an alternative way to reach physicians. Emerging e-promotional activities include video detailing, online events, electronic sampling, etc. Thus there has been a tremendous changes in the pharmaceutical marketing. Also advertisement in previous days was constrained to only medical representatives launching the new product directly in the field but today there is special launch events arranged in which all the key opinion leaders are invited of a particular segment. There is in-clinic launch too in which the product is launched by zonal and national sales manager and the launch activities are pre decided.

LITERATURE REVIEW

John A. McGrath, Gillian M. Murphy(1991): A sample size of 246 patients were studied for a comparative study of ketoconazole 2% shampoo and selenium sulfide 2.5% which shows the result that ketoconazole is superior action in action to selenium sulfide. So it shows that ketoconazole is better tolerated than selenium sulfide.¹¹

Aggarwal K, Jain VK, Sangwan S(1993):A total of 246 patients were included. Mean total adherent dandruff score declined throughout the treatment period with both ketoconazole 2% and selenium sulfide 2.5% shampoos significantly better than placebo at all visits. Ketoconazole was statistically superior to selenium sulfide at day 8 only ($p = 0.0026$). Both medicated shampoos were significantly better than placebo for reducing irritation and itching. Of the nine adverse experiences reported during the treatment phase, all involved patients treated with selenium sulfide 2.5% shampoo.Both ketoconazole 2% shampoo and selenium sulfide 2.5% shampoo are effective in the treatment of moderate to severe dandruff; however, ketoconazole 2% shampoo appears to be better tolerated.

Rahman & Kazi (2013) conducted a study on expectation of consumer from shampoo brands. After analysis it was found that hair fall has come out as the top most preferred reason for using shampoo brand whereas hair cleaning appears to be most preferred expectation of customers. Fragrance was considered as the least preferred reason whereas moisture was considered as least preferred expectation of the customer.¹²

Mohanty (2012) conducted a study on positioning of Indian shampoo brands, where the purpose of the study was to transform consumer judgement of shampoo usage similarity into distance in multidimensional space. The study identified threeimportant dimensions which are brand image, hair care and value for money to be taken care of shampoo industries. Three dimensional and two dimensional solutions gave the same output and identified brand image and hair care as most important factor for the choice shampoo brand.¹³

Guru Ragavendra (2009) emphasized in undertaking the consumer perception on brand awareness and position of product in the market. It was observed that consumers expectation were quality, benefits offered and packaging of shampoo. Hence the present study is specially focused on the perception of consumer.¹⁴

Bashir and Malik, (2009):They are the ultimate end users of any product or services, thus, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. Due to this reason, the satisfaction of the consumers becomes priority for any organizations. For satisfying the consumers, one has to know about what consumer buy, why they buy it, when they buy it, how and how often they buy it and what made them to switch to other brands. The present paper is an attempt to study the shampoo buying patterns among the individuals. The study also examined the various factors specially advertisement, which influences the consumers to buy a shampoo of particular brand and reasons for their switching to other brands. Results revealed that advertisement has significant impact on consumers' mind, when they buy any particular product. Results also says that consumers switch to other brands after watching endorsements, consumers buying pattern was also studied with special reference to different shampoo brand. Brand awareness was also measured.

Shu-Ling Liao, Yung-Cheng Shen, Chia-Hsien Chu (2011): they conducted two studies. The results of Study 1 reveal that reminder impulse buying significantly differs from pure impulse buying on motivation, buying goal and decision evaluation. Study 2 further examines how sales promotion strategy might affect reminder impulse buying, with product appeal and consumer traits as moderating factors. Both sales promotion strategy and its interaction effects with product appeal are found to have significant influences on reminder impulse buying. Specifically, an instant-reward promotion promotes stronger reminder impulse buying than a delayed-reward promotion. Furthermore, both a utilitarian product appeal with a price discount promotion and a hedonic product appeal with a premium promotion can encourage greater reminder impulse buying.

METHODOLOGY

Aim: to design advertisement strategies and inputs for the SPARKEL shampoo scrub.

Objective:

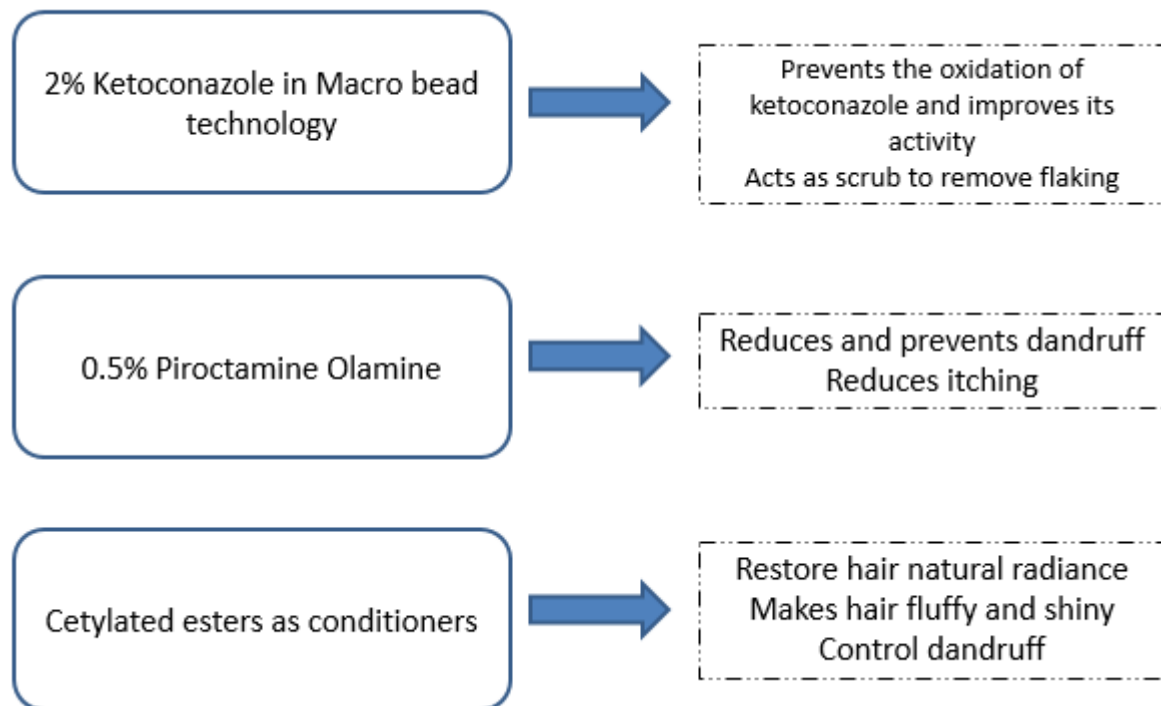
The objectives are as listed below

- 1) To design visual aid for the SPARKEL shampoo scrub.

For designing the visual aid these points were focused on specially

- A visual aid should be visual. Use graphics, simple flow diagrams, illustrations, drawings and images was to be done. So large images were used.
- a) Graphics are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone to inform, illustrate, or entertain. In contemporary usage it includes: pictorial representation of data, as in computer-aided design and manufacture, in typesetting and the graphic arts, and in educational and recreational software. Images that are generated by a computer are called computer graphics.
 - b) Examples are photographs, drawings, Line art, graphs, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, or other images. Graphics often combine text, illustration, and color. Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flyer, poster, web site, or book without any other element. Clarity or effective communication may be the objective, association with other cultural elements may be sought, or merely, the creation of a distinctive style.
 - c) Graphics can be functional or artistic. The latter can be a recorded version, such as a photograph, or an interpretation by a scientist to highlight essential features, or an artist, in which case the distinction with imaginary graphics may become blurred.
 - d) A data flow diagram is a graphical representation of the "flow" of data through an information system, modelling its process aspects. They are often used as a preliminary step to create an overview of the system, which can later be elaborated. Data flow diagram can also be used for the visualization of data processing (structured design).
 - e) It shows what kind of information will be input to and output from the system, where the data will come from and go to, and where the data will be stored. It does not show information about the timing of process or information about whether processes will operate in sequence or in parallel.

Example of flow diagram



f) An illustration is a graphic depiction of any concept or subject in a drawing, sketch, painting, photograph, cinema or other type of image. Illustrations can be artistic images illustrating for example a text, poem, fashion, magazines, stamps or a book and very often illustrations were made for children's books. The aim of an illustration is to elucidate or decorate a story, poem or piece of textual information by providing a visual representation of something described in the text. Illustrations can also represent scientific images of flora, medicine or different processes, a biological or chemical processes or technical illustrations to give information on how to use something.

- It was developed around main teaching point of the SPARKEL shampoo scrub.
 - The main topics were selected on the basis of uniqueness of the product which were three way action of the shampoo scrub, well tolerated than others anti dandruff agents and macro bead technology manufacturing.
- g) A unique selling proposition (USP) is a description of the qualities that are unique to a particular product or service and that differentiate it in a way which will make customers purchase it rather than its rivals.

h)

- i) Marketing experts used to insist that every product and service had to have a USP, at least one unique feature that could be distilled into a 60-second sales spiel, the equivalent of a single written paragraph. But this idea was usurped by the view that what really matters in marketing a product or service is its positioning, where it sits on the spectrum of customer needs. Shampoos, for instance, claim to meet all sorts of different customer needs and sit in all sorts of different positions—the need to wash dry hair or greasy hair, dark hair or blond hair, or the need to wash hair frequently or not so frequently. Few of them, however, can claim to have a unique selling proposition. All of them clean hair.
- j) Uniqueness is rare, and coming up with a continuous stream of products with unique features is, in practice, extremely difficult. Philip Kotler says that the difficulty firms have in creating functional uniqueness has made them “focus on having a unique emotional selling proposition (an ESP) instead of a USP”. He gives the example of the Ferrari car and the Rolex watch. Neither has a distinctive functional uniqueness, but each has a unique emotional association in the consumer's mind.

2) To design in-clinic posters and banners for shampoo scrub.

Points focused were

- Image of the patient
- How to connect to patient condition
- How to show Sparkel shampoo is better than other shampoo

Normal Anti-dandruff Shampoo	Sparkel : Anti-dandruff shampoo scrub
No anti-inflammatory	PO as anti-inflammatory agent fighting flakes and itching
Less foaming Index	Highest Foaming Index
KTZ oxidizes in presence of light	KTZ does not as the solution colour red absorbs light which degrades KTZ
Lesser concentration of KTZ on scalp	Higher concentration of KTZ on scalp
KTZ + ZPTO	KTZ+PO + Conditioners
No Macro bead technology	Macro bead technology advantage

3) To design in-clinic launch activity for the SPARKEL shampoo scrub.

For designing the launch activity in clinic below things were discussed

- How the product will be launched for first time in clinic
- What kind of carton to be used for launch

Attractive opening launch cartons are to be selected for special occasion. This will attract the attention of doctors and keep him involved in activity.

- The color of carton and shampoo box

When colours are selected, it is advisable to select a concrete colour sample, such as a piece of cloth or some other tangible example of the colour in question. In reality, we do not always have the chance to see any colour sample, so instead we have to rely on color descriptions and mental images. Our mental images of colours are different. For example, if a group of people is asked to choose a colour described as “Apple red”, we are likely to get a number of clearly distinct selections – there may even be a few green or yellow hues among the shades of red. After all, apples come in many colours. Often we think that we can remember a certain shade of colour accurately, but it is almost impossible as humans lack an “exact” memory for colours. Nor do we have enough words to describe the thousands of shades of colours.

- What information to be highlighted on the carton

3 way action of the product are to be enlisted. Also its formulation therapy like macro bead technology and adherence time, scrub differentiator, first time launch in India.

- How to position in front of doctor.

Dermatological division of pharmaceutical firm delegated us the about the product, what are its ingredients, how it is manufactured and other things related to the product. Based on this discussion they wanted to formulate some strategies.

Firstly two Primary concepts were developed in which the first concept was focusing on health of hair and scalp improvement by using this particular product and this is achieved by unique combination of two best drugs.

In other concept the product was given an image of one solution to three problems of hair which are dandruff, inflammation and dry hair. Added benefits of conditioner was also highlighted. Also study results of three antifungals were compared which are most effective in treatment of antidandruff and seborrheic dermatitis were displayed.

This concepts were presented to the pharmaceutical firm for their reviews. In the meantime even the pharmaceutical firm was ready with a concept. So now a new concept was to be formulated keeping in mind the discussion after the presentation of all the concepts. These concepts were to be developed for basic concept development, visual aid, leave behind labels (LBL), in-clinic launch activity, in-clinic posters, in-clinic banners, cycle meeting launch activity and various other activities done for marketing of the product.

Target patient segment were patient suffering from dandruff, seborrheic dermatitis and scalp psoriasis.

Target doctors segment were dermatologist, cosmetologist and trichologist.

Tools used were CorelDraw.

CONCLUSION

CORE CONCEPT

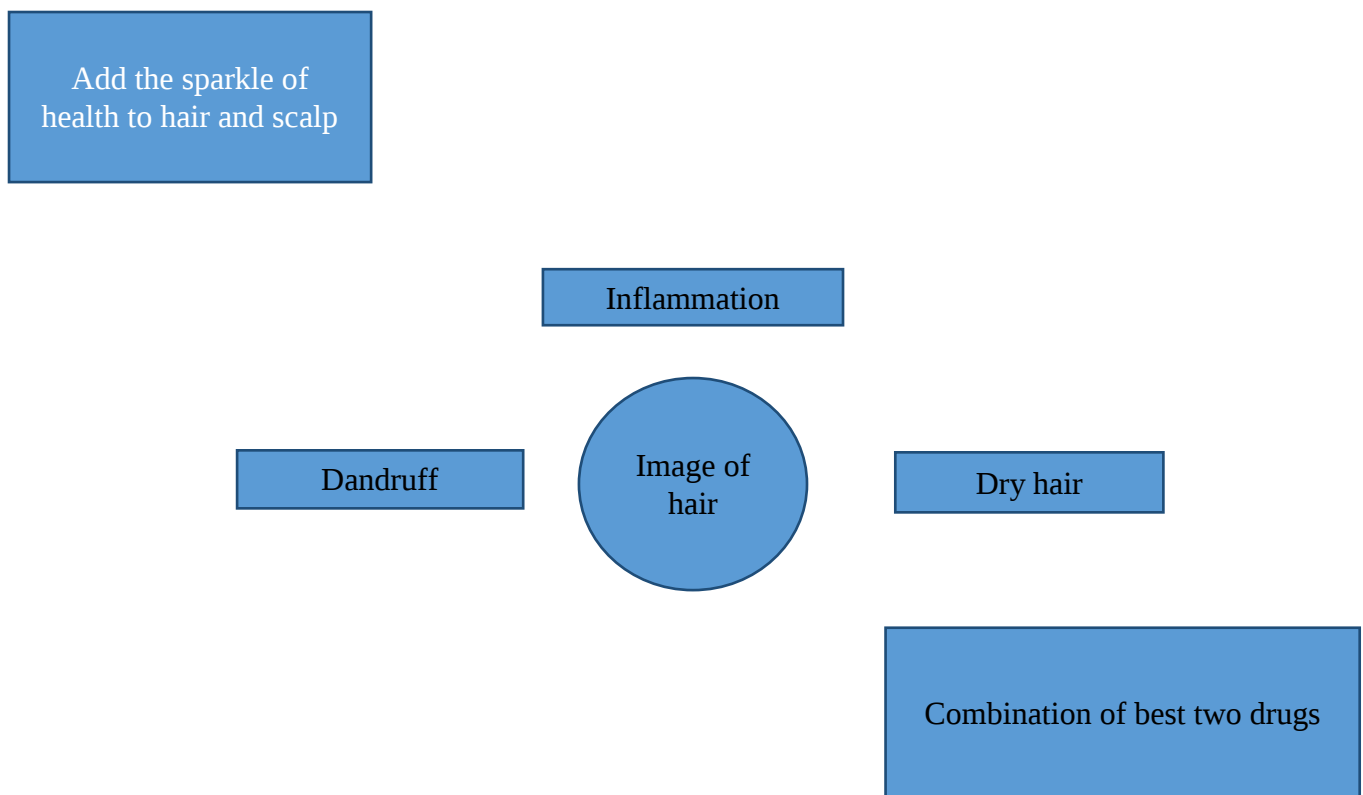


Figure 1 core concept

The core concept was based on a centre image of hair surrounded by the hair problems like dandruff, inflammation and dry hair. On the left upper side is slogan “Add the sparkle of health to hair and scalp” signifying the product is effective on hair and scalp both. The right below side is another line signifying that the product contains combination of best drugs of the treatment segment.

VISUAL AID

Many ideas were generated for the visual aid purpose as it is the main document which is to be taken in front of doctor and detailing has to be done from that only. The images has to clear and attractive and at the same time they should be crisp in providing information regarding the product with all the literature review.

Although only few were selected from all the inputs generated.

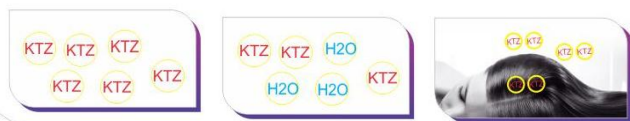
The inputs are as below



KTZ Oxidation

Scrubbing Effect

Normal anti dandruff shampoo



Lesser concentration of KTZ on scalp

EOOOL: Anti-dandruff shampoo scrub



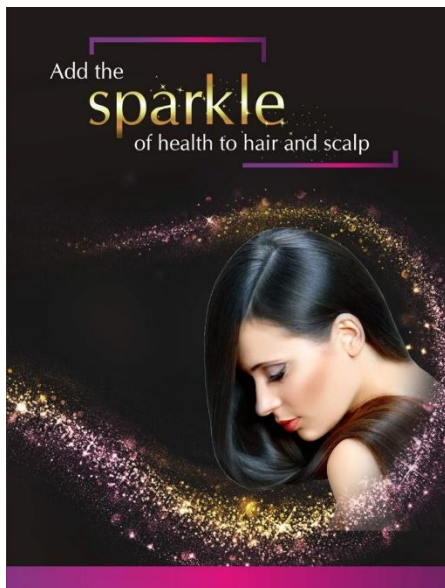
Higher concentration of KTZ on scalp



Fights flakes & controls
Itch

Mild anti-mycotic activity

Figure 2 visual aid input (1)



Shampoo Scrub
POWERED BY MACRO BEAD TECHNOLOGY

Ketoconazole & piroctamine olamine is a better combination

	KTZ	PO	ZPT
Hair shedding	-17.2%	-16.3%	-10.9%
Anagen hair % increase	4.8%	7.8%	6.8%
Hair Shaft Diameter	5.4%	7.7%	2.2%

Fights flakes & controls itch

Add the **sparkle** of health to hair & scalp

Shampoo Scrub
POWERED BY MACRO BEAD TECHNOLOGY

Activated Macrobeads

- (Offers better concentration of ketoconazole*)
- (Prevents oxidation of ketoconazole*)
- (Provides mild scrubbing effect*)

Add the **sparkle** of health to hair & scalp

Figure 3 visual aid input(2)

Introducing
India's First
Anti dandruff

Shampoo scrub

Ketoconazole 2% Is better tolerated than Selenium sulfide*

Objective: The study to evaluate the safety and effectiveness of ketoconazole 2% shampoo v/s selenium sulfide 2.5% shampoo

No.: 246 Patients

Study results: Ketoconazole was statistically superior to Selenium sulfide at day 8 only

Conclusion: Ketoconazole 2% is better tolerated than Selenium sulfide

Introducing

India's First Anti-dandruff

Shampoo scrub

3 ANTI-DANDRUFF ANTI-INFLAMMATORY WITH ADDED CONDITIONER

Demonstrated Results in*

- Dandruff
- Dandruff associated with Seborrheic Dermatitis

India's First Anti-dandruff

Macro bead technology

*** Activated Macrobeads:**
- Better Concentration of Ketoconazole on scalp*



Figure 5leave behind label(front and back)

It fits for the perfect use of LBL as it is easy to carry for sales executive in case of impromptu meeting. It only reminds physician of the firm but also of the product that they offer. It provides doctors that the product is promising and register in its mind even without directly telling to your customer. It is

for the sub-conscious mind hammering. It is also has a section in which individual doctor names are written on it making every doctor special in their own way.

IN-CLINIC LAUNCH



Figure 6 in-clinic option(1)

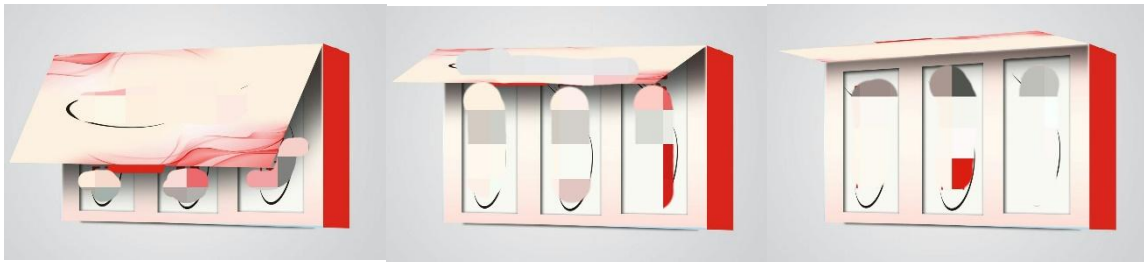


Figure 7 in clinic option (2)



Figure 8 in clinic option (3)

Figure 8 was finally selected to be used in in-clinic launch activity. An attractive carton opener is used as it should attract the attention of doctors. In-clinic launch activity is directly after cycle meeting launch. And cycle meeting launch are only for the pharmaceutical launch whose product is going to

be entered in the market. The image clearly shows the attractive outer label design hammering and registering in mind of doctor as an first Indian antidandruff shampoo scrub and not declaring the name

of brand in carton making the doctor curious about what it will be. The container label shows the uniqueness of the product of three way action.

IN-CLINIC BANNERS



Figure 9 in-clinic banners

IN-CLINIC POSTERS



Figure 10 in-clinic posters

It quickly communicate the information and efficiently. A new brand always needs to be registered in customer and consumers mind. It talks to the patient promptly which helps in doing its job selectively. It informs everyone that looks at just it what they are expected to know without delay. The poster is convincing to patient about its current condition with the help of image as the image

shows dandruff on the black coat and the person wants to attend the black coat party but is hesitant to attend due to the medical condition. It relates to patient in best way.

The color scheme used black and orange is eye catchy as orange background is given where the person is standing contrasting the coat. The other image shows a background full of hairs showing the girl has maintained this density of hair because of the product.

The brand was great success in the market when launched. In cycle meeting the product was launched with the decided theme and first line managers were really into the launch activity which consisted of quiz.

The in-clinic launch activity was grand success as the doctors responded to the launch with curiosity of the product. And they were really ready to prescribe the product.

The brand remembrance was also good among the doctors. And the brand is catching pace with the competitor and surely surpass the unit sale per month in less time compared to rivals.

The sales team is quite satisfied with the detailing inputs as they are crisp and to the point to doctors with proper reference to literature.

Also the in-clinic posters and banners were generating quite a lot of questions in the mind of patient asking to doctors.

Leave behind labels were too effective in brand awareness and it was doing a good brand recall in the minds of dermatologist, trichologist and cosmetologist.

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