

Summer Training Report

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A study to Evaluate E-detailing as an Acceptable and Effective Pharmaceutical Marketing Digital Communication Tool

Abstract

E-detailing is the process of communication within which the pharma industry can promote their product and give information to healthcare professionals. As we all know within the traditional medium medical representatives promote the pharma products within which it takes an excessive amount of time for further process and expenses are higher for visit. So, the E-detailing tool for communication decrease the price and also provide better strategies for promotion activities. To overcome these challenges pharmaceutical companies are trying to upgrade their marketing platform by devising new online customer engagement strategies. Moving graphics and video are used to capture the attention of Healthcare Professionals (HCPs). As the current ongoing COVID crisis has forced the pharmaceutical companies to adopt online mediums for their pharmaceutical drug promotion and hence this study tries to explore the opportunities, challenges and most importantly the perceptions of the Healthcare and Pharmaceutical professionals towards these online mediums. E-detailing will strengthen the relationship between the healthcare professionals and pharma industry by offering the opportunities to improve the quality of work. The objective of the article is to know the acceptability of E-detailing tool by the Pharma industry and the way this tool is simpler than traditional (Face to face visit) medium.

Keywords: E-detailing, Healthcare professionals, Digital marketing managers, pharma Industry, social media marketing, pharmaceutical marketing, webinar, online detailing,

Introduction

Communication is very important for any organization for better performance; It plays important role in product management and also maintain the customer relationship (Rechard, 2019). With the assistance of communication, organizations can provide the data about their product or service therefore the organization can attract their customers easily (salamzadeh, 2018). In the 20th century traditional medium for communication was a bear in mind to be important, but nowadays traditional medium has no longer effective; so, the digital medium is coming in demand from the previous few years (Kumar, 2011).

E-detailing is the important tool for the Pharma Industry, it improves the relation between the Physician and pharma companies (Wang, 2002). Marketers can provide information about their products and services with digital tools; within the Pharma Industry for electronic communication, the E-detailing tool is employed (agnitio, n.d.). E-detailing is the generalized term to explain the utilization of digital technology for promotional activities. within the pharma industry, it's the foremost important communications process for pharmaceutical product information or detailed information about services to healthcare professionals (Kumar, 2011). we all know for promoting the product medical representatives are available the filled to market their products. But nowadays the trend of E-detailing is an incredibly cheaper and effective tool, it's far better than traditional medium- supported medical representatives (Getov, 2019).It is the greatest tool for targeting particular healthcare professionals like Doctors population for promoting their particular product.

According to (Bates et al.; 2011), E- detailing is the use of digital technology for enabling the interaction with the physician and inform the prescriber about product or services (Katsanis, 2015).The medical representative's preparation and looking ahead to the physician is incredibly long, as a worldwide trend out of 95 medical representatives, only 15 to twenty are ready to visit the clinics or hospitals. From 15 to twenty only 8 can actually speak to the physician. according to the report only 5% of a representative visit last longer than 2 to3 min, while half the medical call last but 2 min and 45% of visits never get past the receptionists. (Amirkhanova, 2006). E- detailing is an internet channel and data technology tool to push pharmaceutical products. its uses with the assistance of internet medium for communication within the pharma medical detailing of a physician. this can be the selling process in which nowadays organizations in India are adopted for communicating the product messages to healthcare professionals through the E-detailing tool (Ashok Panigrahi, 2018).

Background of Study

Medical representatives are the main channel for transmitting the marketing information through detailing to the HCPs. Detailing is the most important task for medical representative and also an important tool for communication to promote the product. (Reddy, 2017). Product promotion is also a marketing expenses for the pharma industry, in the U.S, the price to go somewhere (product promotion) is sort of 40% of their marketing budgets. the foremost important aim to visit HCPs and provide what exactly they need and therefore

the pharma industry is looking for brand new ideas of presenting their products (methew, 2019). In the product promotion Pharma industry wants to succeed in the way of meetings between physician and medical representative, during this meeting medical representative gives the knowledge and advantages of their products and identified their suitable patients so that they can easily prescribe their products (Chang, 2016). For communication channel E-detailing introduced as a new communication tool for Pharma companies; this tool is used in pharma industry to promote their product to the healthcare professionals. (Alkhateeb W. r., 2008). E-detailing define as using digital technology to transfer the data with the help e-mails, interactive voice, telephone conversation, Video visits etc (Heutschi, 2003).

A recently IBM report found that Pharma Industry with the help of E-detailing target those factors which is important to the doctors such as maintain the privacy, quality of patient care and objectivity without disturbing them (Myshko D. , 2004), It is easily accessible for the physician and fulfil their needs at any time or anywhere. (valtech, 2018). Traditional medium can't attract the doctors for an extended period, this kind of problem is solved by the assistance of E-detailing. during this, the direct connection is possible between industry and Dr. E-detailing has the advantage to decrease the expenses (rooij, 2017). As we all know that HCPs don't have sufficient time to work out with medical representatives, but once they see the representatives, they expect more information from the representatives than ever before. When this kind of pressure came on the pharma industry, they began trying to find new approaches that introduced their product in an attractive manner (Team, 2016). When medical representatives meet the physician following factors are affected. according to Longer interval between meetings, Short duration of time given by the physician, Expenses a per visit and Representative ineffective to share sufficient information to doctors (bluenovius, n.d.). As mention many factors decreases the effectiveness of medical representatives, the expense to travel to the doctors, increasing online resources as result the digitalization to contact physicians. So, the new idea is generated for communication to support the medical representatives. These approaches are named as E-detailing.

E-detailing tool is including the transfers of proper information to shoppers like health professionals, marketers, etc. as we all know that the data of product on the internet is on the market at official sites of the businesses this can be useful for the healthcare professionals (dailyrounds, 2016). it is the best tool for promoting the pharmaceutical product which improves the strategies of promotion and sort of different promotion activities (agnitio, n.d.). The E-detailing have some potential advantages like expenses are less on visits, more opportunity is increased, the data of product is on the market for the customers, better approval rate from the shoppers. With the assistance of E-detailing, the method of the promotion will be getting easy. For achieving better result with E-detailing the companies should build the trust factor, not only give the valid information what physician need but helping them with better services and provide better care (Wang, 2002).

Literature Review

(Kumar, 2011) in his research article on “Effectiveness of E-detailing as an innovative pharmaceutical marketing tool in emerging economies: Views of health care professionals of India” the study discusses about E-detailing; In India the physicians consider E-detailing as harmonizing in nature to make a comprehensive effect on the Pharma industry. (Getov, 2019) according to the study E-detailing reduces cost per visit, Increases the acceptability, and preserving face to face interaction. Healthcare professionals involve in this digitalized communication (Agnieszka Ignatowicz, 2018). Convenience, quality of information and incentives are some of the reason why physician is ready to adopt the E-detailing (FADI M. ALKHATEEB, 2009). According to this study E-detailing reduce the standard meetings between medical representative and doctors. the most advantage of E-detailing is to cut back the price per visit, and increase in acceptability (Kluwer, n.d.). with the help of E-detailing pharma industry wants to supply better products or services to their customers with various alternative and provides enough information so their customer will readily understand the medication and improve their customer brand loyalty. (raizwaan raheem ahmed, 2019) in his research article on discuss about effectiveness of online media for brand sustainability. views about acceptability of E-detailing.

E-detailing as well as traditional detailing (carter, 2009) According to McKinsey consultant showed of 100 representative visits doctor, and only 8 representatives actually speak with physicians and HyGro consulting group found that only 7% representative calls last more than 2 minutes (Bates, 2006). According to one research it has been seen that utilization of internet among physicians is higher (Quijada, 2008). 97% of physicians felt that E-detailing is better than traditional way for explaining complex issues and 95% rated that presentation are better. 85% find that it is superior option to deliver information and 80% recommended that company should continue E-detailing (Anderson, 2006). Among Social Media, WhatsApp is the highest, followed by webinar, are most preferred social media platforms used by specialist to stay connected (Jawaid, 2008). Physicians are always fond of new and advanced technologies such as tablets based E-detailing. Some of the major key players in E-detailing market are AstraZeneca, Abbott Health care, Novartis, AG., Hoffmann La Roche, Merck & Co, Johnson and Johnson, Pfizer, Sanofi Aventis, Boston Scientific., GlaxoSmithKline (Tiwari, 2016). Convenience, quality of information and incentives are some of the common reasons, physicians opt for adaption of E-detailing (Alkhateeb F. , 2008). E-detailing gives more flexibility to physicians to gather the information from pharmaceutical companies in their suitable time (Myshko, 2004). The impact of social media is huge, moving from conventional marketing to and adapting social media is very powerful tool, which can rephase whole pharmaceutical industry (Ahmed, 2014). According to one qualitative. study, twitter and blogs were the two main social media tools that are mostly use by physician (Sirouspanahi, 2014). There are many benefits of E-detailing like lower detail cost, greater reach and interaction frequency, higher customer acceptance, provider situation and market structure, greater depth and speed of information (hiteuschi, 2003). 49% of physician are e-pharma. E-pharma means a physician that do continuous prescribing and have used the internet for E-detailing and CME purpose

(Mack, 2005). There are three type of E-detailing -- *virtual E-detailing*, *E-detailing through a portal* for doctors, *scripted E-detailing* (Nalini, 2017)

Purpose of study

The purpose of the study is to evaluate the acceptability and effectiveness of E-detailing in Pharma Industry with the view of Healthcare Professionals (HCP) and Digital Marketing managers in in COVID-19 pandemic situation.

Research Objective

The survey instrument was designed keeping in view the following objectives to be measured:

- To evaluate the effectiveness of E-detailing in the promotion of pharmaceutical product and identify the challenges faced by marketing managers.
- To know the acceptability of E-detailing by healthcare professionals and digital marketing managers of Pharmaceutical industry.
- To evaluate the acceptability of E-detailing among Medical Representatives using iPads/Tablets for product promotion and understand the benefits and challenges of E-detailing.

Research Methodology

This is a Qualitative study and exploratory in nature.

In this study opinion of 116 Medical representative and 100 Doctor's pan India were taken in to consideration. Purposive sampling was used, because the major criteria for the sample inclusion was complete lockdown within the geographical territory. it absolutely was predetermined that respondents during this study are especially from those locations where complete lockdown is imposed by the govt officials to completely understand the importance of digital promotion and impact of restrictions of physical interaction with HCPs.

The survey was done online between April 2020 to June 2020 during corona pandemic situation. This study is totally new; as pretested structured survey instrument/ questionnaire wasn't available. the planning of questionnaire and construct considered were discussed with senior marketing and sales leaders of pharmaceutical organizations and supported their recommendations and further their adaptability, working condition, marketing promotion and marketing method the variables were opted. Further, during questionnaire formation, other variables like customers opinion, advantages, drawbacks, simple use, service delivery and problems faced by medical representative were kept in mind and brought into consideration. The questions were multiple choice questions and ranking order. Data analytics also done in this research article.

Research and Analysis

The data analysis reveals and it is often concluded that after we asked HCPs of their views on E-detailing; during this, it had been found that 67% of them believe that E-detailing is that the preferable way to promoting the Pharma Products. during this data the 63% responded think that it is easy way to promoting the brand and also thought that MR are most focus on what is the actual need of HCPs; from the data 46% Doctors believe that E-detailing method is more interactive than as compared to traditional printed visual-aid detailing. But on the same way, 45% of doctors find that E-detailing doesn't make any impact on their relationship with Medical representative. The responses to the above questions were very clear; it's clear that 57% of MRs are able to handle objections raised by the HCPs through the employment of E-detailing. Also, 67% are agree; Doctors believe the statement that a Medical Representative is healthier and able to promote the brands using e-visual tools.

E-detailing is additionally capable of adjusting the doctor's perception. Although the responses given by HCPs to some extent are contradictory -when asked does E-detailing influences your prescribing behaviour- 45 % responded No, but when asked that does it makes an impact on the knowledge given to you then 62% responded Yes. It needs further detailed probing and survey to the accurate information. But if we combine the response of Yes and May be in context to the influence of E-detailing, then the overall workout to be 57% which to a good extent matches the response to does it makes an impact. When we asked Doctors about the main disadvantage, around 38% of the Doctors said it is time-consuming. When the objection Time consuming it contrasted with Gender, then it absolutely was Time objection; more pronounced in Males as compared to Females. Also, nearly 26% of Doctors said the Medical Representative just show only the video to them. and they are not able to read the content because the Tablet is given to them, they are not able to read the content because it's too small in the tablet.

The most significant observation of the study is often attributed to finding that even post COVID 19, HCPs are willing to own online interaction with the pharmaceutical professionals at digital platforms, but they like the identical in the flesh or face-to-face detailing and communication. Another revealing and striking information is HCPs don't want to abandon the face-to-face interaction with Pharmaceutical field professionals whether online or offline. In option asked as to whether you'd prefer to have a mixture of face to face and Digital communication, against a towering 67% yes response from HCPs said yes. The most preferred time for E-detailing opted by the Male and females is almost the same where around 45% of the males and females preferred afternoon and nearly 27% male HCP opted for evening whereas 30% females too opted for same evening slot. Data shows that majority of male doctors prefer afternoon as best time for conversation with MRs. However few doctors with less than 5 years of experience in the field like morning interaction and doctor with over 15 years of experience choose evening time for interaction. However, in the case of female doctors the opinion is mixed.

The data shows that 45% of the Medical Representatives believe the stand that E-detailing method delivers more information in a short time; supporting to the present fact 70% of them said that I-pad is that the most typically used device and 95% of them are happy in using this device for his or her routine task. Also, 85% pharmaceutical field professionals are in favour that E-detailing may be a better mode of promotion of detailing compared to print visual aid and for this 82% said that they're been given training on E-detailing software by their organization. On the convenience of using software, 89% of pharmaceutical field professionals conveyed that navigation of presentation through slides is extremely easy and handy and, 83% of them said that handling and taking care of an I-pad or tablet is incredibly easy and not a tough task. These are very encouraging trends because it shows the acceptability and adaptableness towards new technological advancements and their willingness to comply with the changes. Almost three fourth of the MRs came to the opinion that their call time duration with doctor has increased within the post COVID duration and thanks to this updated method of E-detailing 73% of them believe that it's helped them in enhancing good relationship with the doctor.

The problem faced while using software, there have been mixed opinions and it will be divided on the idea of years of experience. 50% Pharmaceutical field professionals with but one year of experience faced difficulty in handling of the device while MRs with one to 5 years of experience faced other forms of difficulties such as a problem with navigating the slide and both software and hardware issues.

Conclusion

Based on this Research study it can be concluded that the electronic visits have the potential of decreasing marketing expenses, increasing access to medical doctors, and preserving at the identical time many of the benefits of ordinary face-to-face meetings. it's a revolutionary method for promoting pharmaceutical products which increases both the standard and also the style of promotional activities of pharmaceutical companies. online digital for brand promotion has started gaining acceptance from the HCPs (Alkhateeb F. , 2008). Among digital promotion, online E-detailing has certainly knocked the doors and to some extent, HCPs have shown its acceptance too. E-detailing especially, the format of the online face-to-face detailing and face to face and digital online promotion is that the most acceptable format, and HCPs have appreciated this.\ and also think that E-detailing is more interactive and is very acceptable for them. The other factors which lead to the success of the adoption of e-detailing at a large scale is primarily the operation capabilities and training to the pharmaceutical professionals, in case if e-detailing needs to be taken as a major marketing tool

As desired by the customers, e-detailing is undoubtedly a better tool to promote product in shorter time. Though it is more interactive but do not impact on prescription behaviour of HCPs. There is similar output observed in gender wise data like they both believe that drawback of e-detailing is its being time consuming. Although, the mandate is still not clear, as expressed and desired by the HCPs, there is still a belongingness towards the personal visit/face-to-face interaction, and that too at both the platforms-online and offline, and even the combination of personal visit and digital promotion is the most preferred option by the HCPs.

Managerial implication and future

Digitalization is a remarkable pace, E-detailing is an acceptable tool among healthcare professionals. From this research, consistent with HCPs opinion e-detailing is a healthier way to promote the merchandise, and hence it's potential to ascertain more stronger bonds with Healthcare professionals and offer many advantages to pharmaceutical companies. Marketing communications add value to the merchandise and benefit both customer and company. E-detailing could be a stronger sales tool that deliver more information in shorter time and its better ways to promote the merchandise. This study can help the pharmaceutical companies to understand factor influencing towards e-detailing. Pharmaceutical companies can take e-detailing as major marketing tool to reinforce the sales and it helps the corporate to create a roadmap on how E-detailing can increase their business with the limited sample size, the study although with a lower probability, but still hints out that in the day to return, the selling and business model of the drug company is absolute to change.

Limitation and scope for future research

In this study , the sample size is just too small to generalize the findings so as to formulate the specified conceptual framework, hence the study must be commissioned for further research and will be done Pan India

level including the large, mid, and little size companies and also, all the hierarchies of the sales function should be included within the study starting from Medical Representative to VP Sales. Since pharmaceutical companies are slow in digital adoption and transformation, hence the scope of the study should be expanded further to research the precise reasons for the delay in digital transformation. The study should be distributed to know the role of Culture, business processes and operations, and process change within the pharmaceutical business organizations.

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Part 2

Online course

Brand Management: Aligning Business, Brand and Behaviour

COURSE DESCRIPTION

COURSE DESCRIPTION The course is delivered by Rhodes Scholar winning Professor, Dr Maria Eizaguirre, a member of IE Business School's faculty. This course is very helpful to adopt creative approach and empowering brand. The journey of that course starts with the understanding What actually the brand is and how can we build it effectively, simultaneously it explores segmenting appropriate customers. This course beautifully explains, A brand is consumer experience which creates fundamental to long term growth and starts with promise of a brand. The author explicated the different types of Brand Pillars and key components of brand health. It determined the strategy for introducing a brand with Rational positioning and Emotional touch of branding to design a brand with expressions of company strategy. The course explores positioning and its importance to successful brands looking at perceptual maps and the well-known iceberg model. It culminates in development of real brand houses, which can be applied to the working world, and how picking the right name, colours and logo can be instrumental to a brand's success. This course found creative and interesting as well due to in depth knowledge of branding in simple ways.

OBJECTIVES

- To understand a brand and how it built
- To identify consumer insight as the future brand strategy.
- To understand elements of segmentation and positioning of a brand.

COURSE CONCENT

BASIC TERMINOLOGIES

- Brand identity – a name, symbol or design that identifies a product, service or entity from others.
- Brand image – a set of associations attached to a brand identity in the minds of its stakeholders.
- Brand promise – the customer value proposition or benefits communicated by the brand to the customer and/or consumer.
- Brand purpose – this answers the question of why a brand exists with respect to the positive difference it aims to make in people's lives.

- Brand value – the incremental Net Present Value (NPV) of future cash flows stemming from a branded compared an unbranded business and product via its effect on all stakeholders (e.g., customers, employees, suppliers, financiers, channel partners, etc.). In simpler terms, what deploying the brand is worth to management, the bottom line, and shareholders.
- Branding – the creation of names, symbols, characters, and slogans that (1) help identify a product (2) create unique positive associations that differentiate it from the competition by (3) creating additional meaning (value) in consumers' minds.

Introduction to branding:

Brands themselves behave as people, and learning to decode their language, and shift from the most rational exercises like building a brand to the most emotional ones like summarizing the brand in symbols and identifier elements, is a constant source of wonder. They find their way into people's lives, become a part of them, and are able to elicit love and hate. That brands are like people that our relationship with brands is emotional, and key aspects of brand-building include relevance, experience, perceived quality, and liking.

The process by which brands reach this person is called segmentation. There are basically four types of segmentation: demographic, geographic sometimes comes in there as well, behavioral, psychographic, and motivational. The market segment to which brand address their value proposition is called their target.

ICEBERG MODEL-

The value of recognizing the unseen parts of the iceberg is a critical role in helping to make the right decisions. In branding we focus on two big words; needs and motivation. A need is a state of deprivation and can be both physical and psychological. Motivations are the internal drivers that push people to resolve a problem or reduce a need.

CONSUMER BASED POSITIONING

The Positioning of the brand creates differentiated value for target consumers and segments and what positions it wants to occupy in those segments. Consumers will rarely re-assess products and brands each time they need to buy. A product's position is this, it's the complex set of perceptions, and impressions, and feelings the consumer has for the product when compared to competing products. A positioning statement is a statement that summarizes the brand positioning decided by the organization. It belongs inside the organization, and it is made evident to consumers in many different ways, not exclusively using marketing tools.

Positioning statements take four key elements into account are target, frame of reference, point of difference, reasons to believe. Understanding what consumers are substituting your brand or products with is critical for reframing your frame of reference.

The competitive frame of reference provides the context for positioning. This makes it more difficult to introduce new products that are not in line with the original set. For example, if a product is a creamy cheese you might want to establish your position within the cream cheese category.

➤ How Consumer views the market

The realities that consumers will compare new products to other products that they know or have experienced with. The points of parity are those elements that are considered mandatory for a brand to be considered a legitimate competitor in specific category. All those associations that are shared with other brands, but we should determine your capacity as a brand to compete well. There are two main approaches to constructing a perceptual map.

The first is used it is where management of the organization utilizes their collective the knowledge and experience of the market to construct a perceptual map, and the second approach is where you have access to the results of a suitable market research study.

The determinant attribute are those attributes that the consumer relies upon in their purchase decision. In other words, determinant attributes are quite important to them and the consumer uses them to help differentiate competitive offerings. As a rough guide, some likely determinant attributes in different product categories are shown in the following table:

Product Category	Likely Determinant Attributes
Shoes	Comfort, design/style, quality, functionality
Instant coffee	Flavor/taste, country of origin, variety, quality
Breakfast cereal	Healthiness, sugar level, variety, fun/boring factor
Holiday destination	Temperature, travel distance, culture difference, facilities

BRAND HOUSE

A brand house puts art into brand strategy. It is a blueprint for communicate about the brand The purpose of a brand house is to articulate what the brand aspires to stand for in the hearts and minds of consumers. It defines the enduring foundation that delivers on that aspiration, informing how the brand is brought to life over time. It captures the business ambition of the brand and combines it with the brand's most salient truth, making it resonate with consumers. This powerful combination helps assure future success in maxing all stakeholders' connections to the brand in what we call brand love. It also provides an ongoing foundational touchstone for everyone who interacts with the brand and inspires and shapes the creation of meaningful brand experiences. The centerpiece of all brand houses brings in three core elements: targets ,core insight and competitive environment Consumer insights are points of deep emotional leverage that brands can connect to in order to drive action. Insights will tend to be psychological, empathetic, and explanatory. Consumer insight, a category insight is explanatory and distils a deep understanding of why a brand picks up certain market dynamics beyond its market indicators like market share. Category insights should be based on behavior and trends as to where the market is going and implicit in any good category insight. In order to get to a proper category insight, brands will focus on the implications behind market trends and market dynamics. The category insight highlights the customer's motivational relationship. Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate. This personality is a qualitative value added that a brand gains in addition to its functional benefits. Brand personality provides a unique collection of emotional triggers that people can connect with. It is a framework that helps a company, or an organization shape the way people feel about its product, service or mission. on dimensions, there are five dimensions to brand personality. These are: excitement sincerity, ruggedness, competence, and sophistication. Brand values are so important to a brand. They are at the center from which everything radiates, and these includes communications, design, voice, tone and feel, and customer service amongst others. Most practitioners argue, brand values help to capture the three P's of a brand. The three P's of a brand are: proposition, personality, and purpose.

BRAND MARKS AND VISUAL EXPRESSION

Brand identity refers to the physical form of the brand's personality. seconds Brand identity standards are an ongoing commitment by a brand to maintain authenticity of the brand and help build and sustain its equity through time. It provides consistency and quality, which ultimately revert not only brand knowledge but also brand esteem. It is the process involved in creating a unique image for a brand in consumers' minds. And if the brand is new, it helps also create a unique name. Overall, it is important to remember the brand identity ensures the brand design encompasses just so much more than a logo. t is intended to present the core idea of a brand with impact, brevity and immediacy.

As such, it expresses the values and the ambitions of the brand that it encapsulates its very DNA. There are, however, other touchpoints that brands cannot afford to overlook when they are looking at the brand identity system. These touch points include typography, colours, layout, photography and illustrations, tone of voice, and sounds. All of these different touch points together, they should work together to increase brand recognition, and

build what Byron Sharp has eloquently named mental availability. The way to increase mental availability is to create distinctive assets in all of these, brand identity played a huge role.

Typography is very valuable. It adds differentiation from competitors and it's central not just to the logo, but any corporate communication element including visiting cards. Colour is important, and it tends to focus on a corporate colour. A good way to establish a strong brand vocabulary, and brand system is through layout.

This ensures flexibility, consistency, and coherence for a brand. Through photography and illustrations, consumers learn about the brand essence in a context. The tone of voice is the way the brand expresses itself verbally. And how brand personality is brought to life. A good logo should protect those values that are most relevant to the target audience, and that should always aim to maintain three fundamental pillars. In order to keep with the above, a logo must be: One, simple and very easily described. Two, memorable and unique. Three, timeless for it will need to stand the test of time even if it can evolve., it must be versatile, which means scalable and effective without colour. The logo is central to the brand identity system, and requires that we spend some time going over all the different elements that one needs to take into account when designing a logo, that encompasses the necessary meaning for a brand and fully leverages its brand essence. There are three elements you need to consider when designing a logo. Typography, colour, and symbol. Essentially, there are three different categories of typefaces script, serif, and sans serif. Script fonts typically appear with join letters and are often looked as they are handwritten or calligraphic in nature, like a signature. Good examples of script fonts include Coca-Cola, Ford, Johnson and Johnson, Kellogg's, Budweiser, and social media brands like Pinterest or Instagram. Serif font are denoted by small feet at the bottom of individual characters. This makes them easier for the human eye to read and tend to refer to formal, established brands that are also classical and elegant like IBM or Tiffany & Co, Giorgio Armani, or Vogue, even Zara. Sans serif fonts lack the feet at the bottom of the individual characters. They are typically blocky in nature, and work to put across clean, minimal, friendly, modern, sometimes even innovative values. Selecting a colour palette is one of the most impactful choices you can make while developing your brand aesthetic generally. Choosing the right logo colours can highlight your business strengths and help grow your brand. Colour is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. Choosing a colour for a new identity requires a good understanding of colour theory, a clear vision of how the brand needs to be perceived and differentiated and a big ability to master consistency and meaning over a broad range of media, and colours will change in different media.

Some key points to remember. Use colour to facilitate recognition and build brand equity. Colours have different connotations and different cultures, and you need to be careful of this.

- Yellow-It transmits clarity and warmth.
- Orange - Is the colour for challengers.
- Red- Is the colour of excitement, passion, and boldness. It is the colour most associated to daring and pioneer brands like CNN or The Rolling Stone or Lego or Nintendo.
- Purple- Is the colour of power and status. It brings wisdom to a brand, certain superiority versus other brands in the market. This is the colour of Capri or Barbie, or New York University.

- Blue – Is the colour of trustworthy, dependable, strong brands like Volvo.
- Green is associated with peace and it is used by brands who focus on growth, be it personal growth or otherwise, or health like Tropicana or Starbucks or the petroleum brand VP.
- Black- Is a balance and control. This is Honda, New York Times, Nike, even Apple.
- Symbols are powerful elements of a brand identity system that extend beyond the logo. They are a way to create a visual shorthand to connect and engage with customers, very much in line with icons for apps in your iPhone. Their job is to connect with the consumer and convey meaning in the shortest possible time.

➤ **LEARNING METHODOLOGY**

Video lecture

Assignments

Reading material

➤ **Key learning (from the course)**

- Brand building and its components with the help of Iceberg model.
- Customer insights for the need.
- Brand positioning with their key elements and segmentation process
- Brand strategy as per future aspects
- Understands the consumer prospects towards market as well as on brand

