SIGNIFICANCE OF MARKETING STRATEGIES AND PROMOTIONAL TOOLS FOR PHARMACEUTICAL MARKETING

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Introduction

"Marketing communications are the means by which firms attempt to inform, persuade and remind consumers-directly or indirectly – about the products and brands that they sell."(kotler and Kellter)

Branding is the reputation, company's interaction with every customer how many people think and feel about the product and the culmination of experiences that the company's logo and identity invoke.

Brand Management the process of creating relationship between a company's products and building customer loyalty towards that product and maintaining, improving, and upholding a brand name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition.

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four

OBJECTIVE

1.To prepare Leaf behind litreture and visual aid of Gliclazide, Glibenclamide, Voglibose and Rosuvastatin.

2.To identify benefits, USP, Property, Attribute of molecule of same and different class of drug.

Diabetes-

Diabetes mellitus (DM) commonly referred to as diabetes,is a group of metabolic disorders in which there are high blood sugar levels over a prolonged period.

Symptoms includes frequent urination, increased thirst and increased hunger.

Following classification along with drugs were studied-

1.Sulphonylurea-
Gliclazide
Glibenclamide

2.Alpha-glucosidase inhibitor
Voglibose

Communication strategies were designed and Visual aids prepared for anti-diabetic product.

Target customers:

Diabetologist, Physician, EndocrinologistVascular surgeon

I. Brand name - Glicaz

Ingredients - Gliclazide

Say bye bye to Diabetes with Modified Release

Indication- In Type II Diabetes

Additional advantage- In Diabetic Retinopathy
Patient with Impaired Renal function

Glicaz (80mg)

(Gliclazide Oral Anti- diabetic tablet)

Glycaz is cardiosafe.
It has potential for slowing progression of Diabetic Retinopathy.
It reduce platelets adhesion, Aggregation & hyperactivity
It provide good safety in elderly patient and in patient with Impaired renal function .

2. Brand name- Glicaz-M

Ingredients - Gliclazide + Metformin

This perfect combination provide Perfect Action

Indication- Control blood sugar level close to normal.
Effective in aetherothrombosis.

GLICAZ-M

(Gliclazide(80mg) Metformin(500mg)

Gliclazide + metformin achieve good glycemic Control and improve ipid level
It is well tolerated drug.
It has lowest risk of hypoglycaemia

3. Brand name-Volib

Ingredients- Voglibose

Reduce Stress and Ensure Healthier Living

Indication- In Post-Prandial hyperglycemia.
Patient with hepatic and renal disorder.
In polycystic Ovary Syndrome.

VOLIB

(Voglibose 0.3 Anti-Diabetic Tablet)

Volib is an anti-diabetic that improves Post Prandial hyperglycemia.
It delays the digestion and absorption of sugar, lowering blood sugar level
Avoid high level of blood glucose especially after meal.

Cardiovascular Disease

Cardiovascular agents are drug which are used in any way to treat conditions of the heart or vascular system.

Causes -

Diet, Physical inactivity, Smoke, Tobacco, Age, Sex,Pollution
Cardiovascular risk assessment

Communication tools such as Visual aid and leaflets were prepared for cardio products for Nigerian Market.

Visual aid for Rosutin:

Rosutin is marked under the trade name Crestor, is a member of the drug class of Statin used in combination with exercise, diet and weight loss to treat high cholesterol and related conditions and to prevent cardiovascular disease.

Right Move to Treat Heart Complication

Indication-

In Diabetes and CAD
In management of dyslipidemia & prevent progresion of aetherosclerosis.
In primary hypercholesterolemia.
In patient with elevated TG level.
In homozygous familial hypercholesterolemia

ROSUTIN

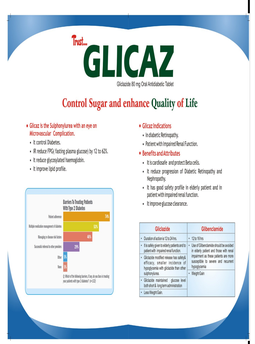
Rosuvastatin 5/10mg Anticholesterol Tablet

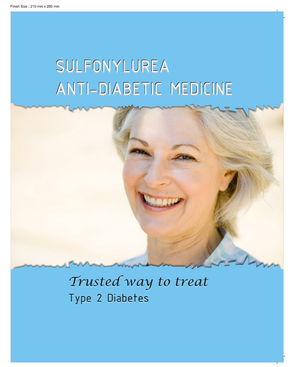
- Rosutin has power to reduce LDL and NCEP ATPIII LCL-C goal was more achieved than Atorvastatin.
- It has power to increase HDL and normalize lipids.
- It prevent Transient Ischemic attacks medication.
- Rosutin is well tolerated in patient with metabolic syndrome.

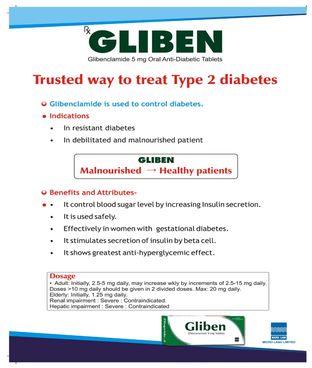
Leaf behind literature-

LBLs are the most common inputs delivered, discussed and left behind with the customer by the salesperson as the reminder of the firm and the goods and services offered by the firm.

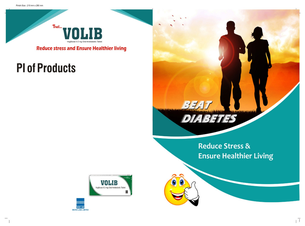
LBL for Glicaz

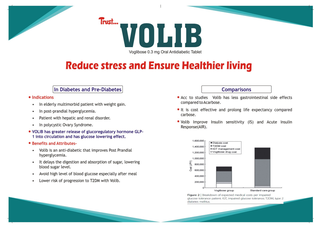






LBL for Gliben





LBL LBL for Volib

CONCLUSION

»Effective Brand Management is crucial for success of Pharmaceutical , Marketing.

»Effective communication strategies in the form of visual aids, Leaf behind literature can play a vital role in Brand Management.

Fundamentally there are three objective of Promotion are-

1. To present information to Prescribers.
2. To Increase demand.
3. To differentiate a Product.

A good relationship with the target customers can be build via right and effective communication which is thus essential for Brand Management.

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