

Significance of Effective Communication Strategies for Pharmaceutical Marketing

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 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 product 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 P's: price, product, promotion, and place.



OBJECTIVES

- To study the various aspects of Brand Management for effective Pharmaceutical Marketing.
- To design various communication strategies for Promotion of CNS, OTC and Cardiac Products.

RESULTS

CNS PROFILE PRODUCT

A central nervous system (CNS) disease can affect either the brain or the spinal cord, resulting in neurological or psychiatric disorders, such disorders result in neurodegeneration that is featured by progressive dysfunction of the cells and ultimately leads to the death of the cell.

Causes of CNS disorders – Traumas, Infections, Degeneration, Tumours, Stroke.

Communication strategies were designed, given below are the Visual-aids prepared for the CNS Products:

Target Customers:

Neurologists

Neurosurgeons

Psychiatrists

Consultant physicians

All hospitals focussing on neuro and psychiatric department ,Institute like NIMHANS, VIMHANS, IBAHS



Brand Name: Pardopa

Salt: Levodopa + Carbidopa

Brand Name: Gabalept

Salt: Gabapentin

Brand Name: Neurocetam

Salt: Piracetam + Citicoline

Brand Name: S-Celepra

Salt: Piracetam + Citicoline

OTC PROFILE PRODUCTS

- OTC medicines that are sold over the counter without any need of a prescription.
- These items can be found easily in any departmental store.
- OTC drugs are based on the need of the consumer.
- The detailed labelling of the OTC products is important.
- OTC advertisements majorly focuses on spreading education and generating awareness among the consumer about the product and its usage.
- Totally R&D in case of OTC is comparatively higher in comparison to FMCG goods.
- OTC products are priced under DPCO 1995.
- Trade margins (wholesale and retail) also restricted under DPCO.
- Selling of product higher than MRP not permitted for OTC medicines.

Communication tools such as Visual-aids, and Leaflets were prepared for OTC Products for Nigerian Market:

Visual-Aid for Fexofenadine:

Leave 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 that firm. LBL for Fexofenadine:

Brand Name: Silybon

Salt: Silymarin

LBLs for Silymarin:

CARDIAC PROFILE PRODUCTS

It is a class of disease that involve the heart and the blood vessels. Cardiovascular disease generally refers to conditions that involve narrowed or blocked blood vessels that can lead to a heart attack, chest pain (angina) or stroke.

High blood pressure is a condition where the force of blood against the walls of the arteries is too high. It is a chronic medical condition in which blood pressure is elevated at levels of 140 mm Hg or greater systolic or 90 mm Hg or greater diastolic.

Visual-aids and LBLs were proposed for Azilsartan, the new ARB in the Pharmaceutical Market.

CONCLUSIONS

- Effective Brand Management is crucial for success of Pharmaceutical Marketing.
- Effective Communication strategies in the form of Visual-aids, Leaflets can play a vital role in Brand Management.

Fundamentally, there are three basic objectives of promotion are:

1. To present information to consumers and to the customer.
2. To increase demand.
3. To differentiate a product.

Ways to Position a particular Brand in Pharmaceutical Marketing:

- Use Situations
- Emphasising tangible benefits
- Linking to use
- Head on competitive positioning
- Lifestyle positioning.

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

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