



10 CONVENTIONALLY UNCONVENTIONAL PHARMACEUTICAL MARKETING CASE STUDIES

An ebook on out-of-the-box product marketing ideas experimented, implemented and accomplished by world-renowned pharma players.

10 Conventionally Unconventional Pharmaceutical Marketing Case Studies

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Introduction

'Marketing is the ability to hit the mark' – Philip Kotler

Nobody but Prof Philip Kotler, the 'Father of Marketing', could have put the whole exercise of marketing so aptly. As for the pharmaceutical companies, marketing was not a function paid much attention to. However, things have been gradually changing for the better. The global market for pharmaceuticals is \$900 billion and is fully expected to exceed \$1.1 trillion in the next few years. Pharma is the one of the fastest growing industries and the competition in the pharma market is the stiffest than this market has ever seen. Drug pricing may be up for a debate around the world and policies may keep changing, but the sector is not going to see a slow down because of a fall in demand.

So what is turning the tide in favor of marketing? For starters, the differentiation in the products is getting smaller, both in terms of benefits and features. Marketing spends allow the companies to help carve out a niche for themselves and make a space in an already cluttered pharma market. Marketing helps pharma companies reach newer audience, become a first-mover in a relatively unknown space and create awareness for new diseases.

Pharma industry too boasts of some of the most interesting marketing stories in terms of product launches, creating a new market and spreading education for a disease. We bring you 10 such remarkable case studies that will give you some food for thought for your own product or area of work. These stories also defy the age-old concept that pharma marketing has to be boring and banal. At every step of the way these companies challenged the stereotypes, pushed the boundaries, came with unconventional strategies and did the unthinkable. Take a look.

CASE STUDY 1

Cialis by Eli Lilly

BACKGROUND

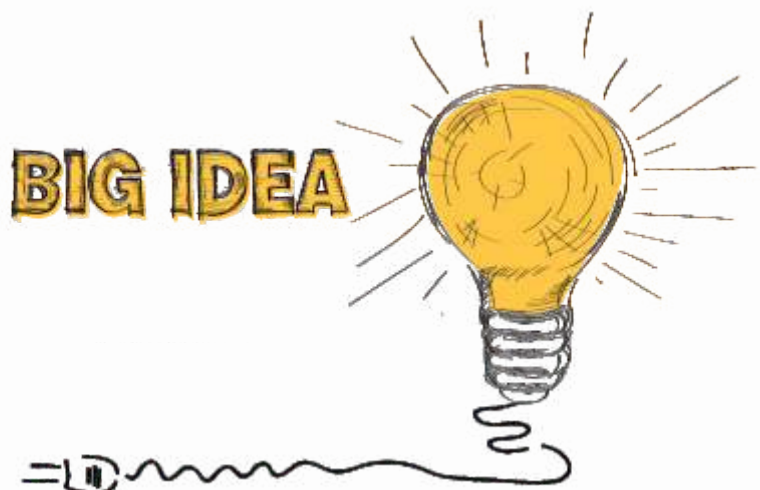
Rectile Dysfunction (ED) market had been known to be dominated by Viagra, launched by pharma major, Pfizer. In 2003 when Eli Lilly came out with its drug for ED, named Cialis, it had a tremendous challenge ahead to overcome – to make its mark in a market which knew nothing except Viagra. Both the drugs being prescription-only, making health practitioners to prescribe Cialis was also a big test for Lilly. Doctors had reservations about Cialis because as compared to Viagra, Cialis was known to have a longer half-life, with its effects lasting up to 36 hours. That meant the medicine stayed that much longer in the system, not something that doctors were comfortable with.



INSIGHT

That being said, the longer half-life for Cialis meant it stayed relevant for a longer time giving more flexibility to the couple to choose when they want to get intimate, and not succumb to time-bound pressure. The brand turned this very product trait, so far considered as a disadvantage, into its USP.

BIG IDEA





EXECUTION

Through a series of print ads, Cialis showed how its product gave the freedom to choose their time of intimacy to a couple.

Lilly also started 'The Cialis Promise' program, a first-of-its-kind in ED line of treatment. The program offered free trial of Cialis to men suffering from ED. If they liked the product, Lilly paid for another free Cialis sample for them. However, if they didn't like it, Lilly offered to pay for the prescription drug for ED of their choice.

IMPACT

Cialis is the second-biggest name in the ED treatment drug market now, after Viagra. Months after its launch, it took as much as 40% market share in some countries.

Data published in the journal European Urology supports the success of Cialis in the USA, showing that 73% of men preferred the drug to Viagra for treatment of their ED after receiving treatment with both products.

Is Viagra the World's Most Popular Male Sexual Performance Drug?

12 studies have the 'user satisfaction' answer

by Michael Castleman, December 11, 2013 | Comments: 44

En español | In the pantheon of globally recognized brand names, Viagra is right up there with Coca-Cola and Rolls-Royce.

In terms of user satisfaction, however, Viagra (sildenafil) runs a distant second to Cialis (tadalafil).

I found 12 studies — none of them funded by the drug companies themselves — in which men from various countries tried both drugs and then reported which one they chose to continue. It was a shutout: Cialis 12, Viagra 0. And the 8,300 participants favored Cialis by a wide margin — 3 to 1, on average. In studies that also included the third major erection drug, Levitra (vardenafil), Cialis was still substantially more popular than either competitor.

Women also prefer Cialis. In four studies where couples used Viagra, then Cialis (or vice versa), the women strongly preferred the latter.



ISTOCK

In four studies where couples used Viagra, then Cialis (or vice versa), the women strongly preferred the latter.



Also on AARP

KEY TAKEAWAY

Don't shy away from thinking out of the box (animated characters including) to create market for something new or to sell a new drug.

CASE STUDY 2

Lamisil by Novartis

BACKGROUND

Toenail fungus infection or onychomycosis is a condition with symptoms like white or yellow nail discoloration, thickening of the nail, and separation of the nail from the nail bed. It is not a condition one would actively seek out medical treatment for, at most the infection is considered a discomfort or inconvenience in everyday functioning. The commonly known treatments for this condition are surgery or topical ointments. Novartis launched Lamisil, an oral pill for treating toenail fungus, in 1997. The pharma giant is known to spend dollars in research and while much of the study went in the product formulation, the product wasn't getting picked up that much.



INSIGHT

The main reason for this was a lack of awareness for onychomycosis. Not even physicians and healthcare professionals were too keen to prescribe any medicine as it was considered more of a cosmetic-condition than a disease that needed medical attention. Hence the condition mostly was under-treated due to poor diagnosis.



BIG IDEA



EXECUTION

In 2003, Novartis went all the-way to make its presence felt in this space with a 360-degree designed marketing campaign for Lamisil. The campaign was kickstarted by introducing a cartoon character named 'Digger the Dermatophyte' - a yellow-colored creature with pointy ears, a tail and brown spots. Through a series of advertisements, Digger is shown to explain the infection, raise awareness and encourage people to get in touch with their doctors for prescribing them Lamisil.

Through TV spots, print ads, digital communication on WebMD, NYTimes.com, Discover Health and Yahoo! Health, Digger was seen shaking people out of slumber of ignorance of toe fungus infection and to take action for it.

Digger also became one of the first characters in pharma marketing.



Digger the Dermatophyte

"Digger," a pale yellow critter that resembles a miniature goblin, was first introduced in a 2003 campaign for Lamisil, the toe fungus treatment. Lamisil used this little critter to raise awareness of nail fungus, educate consumers on Lamisil as a treatment option and encourage them to discuss the issue with their doctor. Although the campaign received both positive and negative attention due to the unattractive character, sales dramatically increased for the brand.

IMPACT

The animated character was the viewers long after the though the campaign ran into to over-promising the results effects of the drug, Digger had market. Lamisil sales jumped in 2004. Lamisil was bringing prescriptions in April 2003 launch, the new prescriptions July 2004. In fact, Lamisil selling drugs in the Novartis



cute, creepy and left a mark on campaign was over. Even its share of controversies due in the ads and certain side-already made its name in the 19% to \$1.2 billion worldwide in \$33 million in new and after the campaign accounted to \$44 million in became one of the biggest portfolio.

KEY TAKEAWAY

Don't shy away from thinking out of the box (animated characters including) to create market for something new or to sell a new drug.

CASE STUDY 3

Gilenya by Novartis

BACKGROUND

Most of the treatments available for Multiple Sclerosis (MS) were injection-based. An oral medication for MS was unheard of when Novartis launched Gilenya in a very crowded space for MS drugs. It wasn't easy to break the status quo of existing line of injected medication that was prevalent.



HEY MS, TAKE THIS!

GILENYA CUTS RELAPSES IN HALF

Only GILENYA* continues proven efficacy to cut MS relapses in half versus a leading injectable as a once-daily pill.

GILENYA reduced the frequency of relapses by 52% in a 1-year study vs interferon beta-1a (IFN-1a) and 54% in a 3-year study vs IFN-1a.

Indications:
GILENYA is a prescription medication used to treat relapsing forms of multiple sclerosis (MS) in adults. GILENYA can decrease the number of MS flare-ups (relapses). GILENYA does not cure MS, but it can help slow down the physical problems that MS causes.

Important Safety Information:
You should not take GILENYA if in the last 6 months you: experienced heart attack, unstable angina, stroke or pulmonary embolism; or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or abnormal heartbeat (arrhythmias), including a heart-failing called prolonged QTc, or have or are at risk of taking the antibiotic activity of rifabutin (Rifadin) or rifampin (Rifampin). You should not take GILENYA if you take certain medicines that slow your heart rhythm. Tell your doctor about all medicines you are taking. Your doctor will be given a card to take with you when you start GILENYA. If you are taking GILENYA, you should not drink grapefruit juice or eat grapefruit. Please see additional important safety information on next page and full prescribing information on the following pages.

READY TO TELL MS WHAT YOU REALLY THINK?
Go to gilenya.com to learn more. And join thousands of people taking a stand against their relapsing MS with GILENYA.



INSIGHT

The marketing campaigns for the drugs prescribed for MS were doctor-centric. Patients' involvement in the decision-making was passive, even though it was shown through research that patients were eager to understand more and take control of their disease. MS often afflicts women in the prime of their lives – working women or when they have young children – these were the patients who wanted to fight this disease by being actively involved in the process.



BIG IDEA



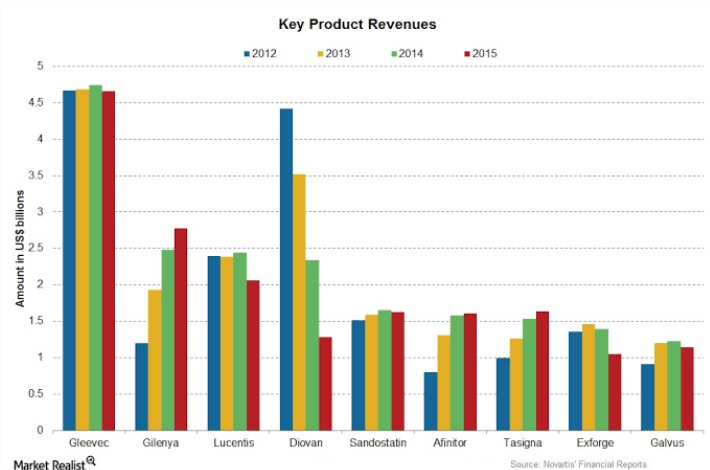
EXECUTION

Novartis pushed the envelope in terms of a healthcare campaign by introducing Gilenya with a bold tone and a colorful look and feel to the visuals. The brand integrated Facebook, Twitter, and YouTube profiles into its website, encouraging people to post public messages. The campaign smartly leveraged social media giving people a trusted platform to share their MS struggles and stories, bring their optimism to support each other, and build a nurturing community presence. The user-generated voices to the campaign further lend authenticity and credibility to the brand.



IMPACT

The campaign was a tremendous success. Gilenya was the largest revenue contributor, with more than \$3 billion in annual sales by 2016 for Novartis. There was a 22% increase reported in patients who considered Gilenya and a 21% increase in patients requesting Gilenya by name. Brand awareness among women aged 25-44 was 76% in December 2013, a 34% increase from January of that year. 90% of its Facebook posts were shared by users.



KEY TAKEAWAY

When in doubt, directly talk to your customer in the language they understand.

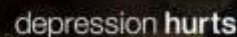
Cymbalta by Eli Lilly

A word cloud shaped like a brain, featuring words related to mental health such as Depression, Anxiety, Stress, Hopeless, Sadness, Pessimistic, Frustration, and Despair. The words are arranged in a way that they fit the contours of a human brain, with 'Depression' and 'Anxiety' being the most prominent. Other words include 'Stress', 'Hopeless', 'Sadness', 'Pessimistic', 'Frustration', 'Despair', 'Reflection', 'Loneliness', 'Isolation', 'Guilt', 'Shame', 'Worry', 'Fear', 'Anger', 'Disappointment', 'Helplessness', 'Powerlessness', 'Overwhelm', 'Burnout', 'Exhaustion', 'Fatigue', 'Lack of motivation', 'Loss of interest', 'Social withdrawal', 'Self-harm', 'Suicidal thoughts', 'Mental anguish', 'Emotional pain', 'Psychological distress', 'Cognitive impairment', 'Memory loss', 'Concentration difficulties', 'Decision-making problems', 'Relationship issues', 'Work-related stress', 'Academic pressure', 'Financial concerns', 'Health problems', 'Chronic illness', 'Pain management', 'Medication side effects', 'Therapy challenges', 'Stigma', 'Discrimination', 'Isolation', 'Loneliness', 'Guilt', 'Shame', 'Worry', 'Fear', 'Anger', 'Disappointment', 'Helplessness', 'Powerlessness', 'Overwhelm', 'Burnout', 'Exhaustion', 'Fatigue', 'Lack of motivation', 'Loss of interest', 'Social withdrawal', 'Self-harm', 'Suicidal thoughts', 'Mental anguish', 'Emotional pain', 'Psychological distress', 'Cognitive impairment', 'Memory loss', 'Concentration difficulties', 'Decision-making problems', 'Relationship issues', 'Work-related stress', 'Academic pressure', 'Financial concerns', 'Health problems', 'Chronic illness', 'Pain management', 'Medication side effects', 'Therapy challenges', 'Stigma', 'Discrimination'.



Lilly

The drugs in the market treated depression, the mental, emotional and more psychological symptoms of it – like feelings of sadness and fatigue. But people suffering from depression also suffer from very clear and visible physical pain, symptoms of which include trouble in sleeping and weight fluctuation. The physical pain of depression was very visible and real, and that's where the brand could differentiate itself.

[illegible][illegible][illegible][illegible]

Cymbalta[®] DELAYED
RELEASE
CAPSULES

Lilly

EXECUTION

The campaign was executed both offline and online. First the unbranded 'Depression hurts' part was launched with TVCs and then the Cymbalta branding took over. The microsite of Cymbalta had an interactive 'symptom body map' where the person could self-screen himself for pain in various parts of body. This had an interesting take on making people aware of their problem and discuss the solution with them. The whole objective was to make people look at depression differently. Entire campaign had a real-life look and feel, with adults in real-life situations, which made the campaign and its message of physical pain of depression even more real.



IMPACT

Cymbalta was able to break into a crowded antidepressant market and hit blockbuster status in its second year and \$4.2 billion in sales by 2011 - eight years after launch. As per Nielsen, a Cymbalta commercial was the second-most recalled DTC ad of 2008.



KEY TAKEAWAY

Even in a cluttered market, your product can talk to a person if it has its heart and insight in the right place.

CASE STUDY 5

Incivek by Vertex

AN ESTIMATED **3.9 MILLION** IN THE U.S. ARE LIVING WITH PAST OR CURRENT **HEPATITIS C INFECTION**



ESTIMATED NUMBER OF PERSONS LIVING WITH HEPATITIS C ANTIBODIES 2010

HEPVU.ORG

SOURCE: US CENTERS FOR DISEASE CONTROL & PREVENTION

European regulators, in 2011, making it one of the fastest drug launches ever. That being said, there is a twist to the story. Read to find out.

BACKGROUND

New York has the most number of people infected with Hepatitis C in the US. Vertex Pharmaceuticals launched its drug Incivek, approved by US and



INSIGHT

The awareness of the disease was said to be low and the infection could go undetected for years without growing any symptoms. But if left untreated, it could cause fatal liver cancer. What was needed was to create awareness for a relatively unknown but potentially life-threatening disease.

Stages of liver damage

Without treatment, damage to the liver gets worse over time.

There are three stages of liver damage:

Inflammation: Infected liver cells become damaged and more cells die. This process has been found.

Fibrosis: Over time, scars begin to form in the liver. This is called fibrosis.

Cirrhosis: As fibrosis increases over many years, the liver can become scarred. This is an advanced form of liver disease called cirrhosis.

Liver disease or liver failure: After a long period of time, people may get liver disease or liver failure after working harder than before.

There is treatment for Hep C

The main goal of Hep C treatment is to clear the Hep C virus from the body.

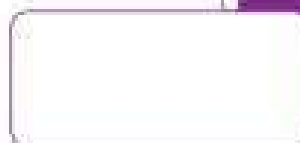
The decision to take Hep C treatment is a big one but for many people it's a decision that does not have to be made right away. Learning about your treatment options will help you make choices that are right for you.

A range of people can access different treatment options, such as:

- How healthy is my liver? Do I need treatment right now?
- What does treatment involve?
- How well does treatment work?

Points to remember:

- Hep C is spread through blood-to-blood contact, so take care whenever blood could be present.
- You can live with Hep C for many years without experiencing any symptoms even though the virus may be damaging your liver.
- The use of some drugs, especially alcohol, will speed up liver damage.
- Try to take care of yourself—rest, exercise and eat healthy food.
- Many people successfully finish Hep C treatment and are able to get rid of the virus.



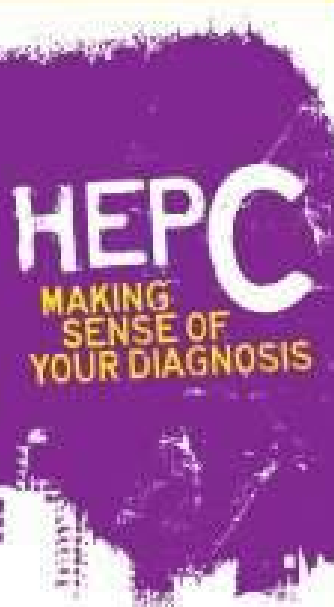
Contact:
www.hepcinfo.ca • www.catie.ca
1-800-363-1838

CATIE Canadian Association of Teachers in Infection Education

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Hepatitis C: Newly Diagnosed



CATIE Canada's source for all your hepatitis C information

So you've found out you have hepatitis C...

Knowing you have Hep C can help you to take charge and make decisions about your health.

There is treatment for Hep C, and it's getting better all the time—more and more people are finding treatment and getting rid of the virus.

There are also people and services out there that can help you understand Hep C, stay healthy and protect others.

Did you get the right tests?

It takes two blood tests to know that you have Hep C—don't see if you have been exposed to the virus. Can antibody tests tell you if you have the virus? Can antibody tests tell you if you have the virus? Can antibody tests tell you if you have the virus?

What is Hep C?

Hep C is a liver disease caused by the Hep C virus.

The liver is an important organ in your body. It:

- fights infections, stores bones (protein) from the blood, stores fat and more.
- is on the right side of the body, under the ribs, and is about the size of a football.

Over many years and without treatment, Hep C can cause a lot of damage to your liver and you can become very sick.

Taking steps to stay healthy can help prevent liver damage.

EXECUTION

The cleverly-designed marketing campaign was introduced unbranded, to create awareness for the disease. Letter 'C' was placed at strategic locations across NYC along with signages, murals and postings. People were intrigued into knowing more about the letter and the disease henceforth. There were brand ambassadors at the locations imparting more information about the condition and asking people to take risk assessment tests.

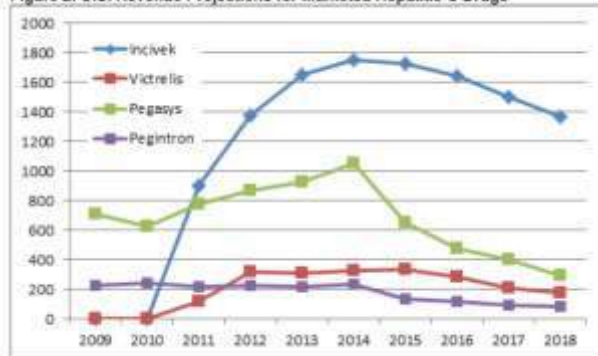


IMPACT

Close to 3.8 million people passed a C. More than 23,000 people actually spoke with one of the C ambassadors. The microsite, FindHepC.com, received more than 25,000 visits. Incivek reached \$1 billion in sales in the first year.

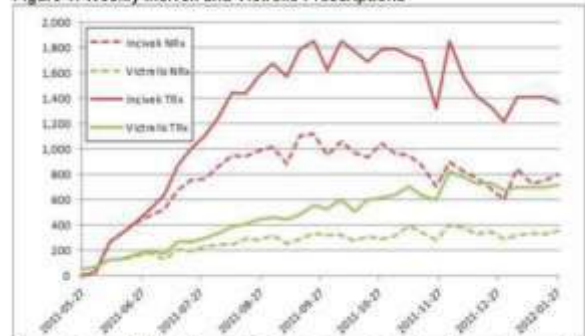
However, sales dwindled after first year due to competitive products entering the market. Vertex eventually withdrew the product from the US market. But this marketing campaign continues to be a benchmark for out-of-the-box launches in pharma industry. It was bold and unconventional, was received well and did its job.

Figure 2: U.S. Revenue Projections for Marketed Hepatitis C Drugs



Source: Company data and InThought estimates

Figure 1: Weekly Incivek and Victrelis Prescriptions



Source: Source PHAST, NRx = New Prescriptions, TRx = New Prescriptions + Refills.

KEY TAKEAWAY

Thinking out-of-the-box can be refreshing even in industries we least expect it to work.

CASE STUDY 6

Cornerstone4Care by Novo Nordisk

BACKGROUND

According to an estimate, there are more than 500 million cases of type 2 diabetes across the world, and it is only going to grow. However, the pharma brands are seen to be pushing their products through medical professionals, and not seen as taking interest in developing awareness about the disease or help patients manage diabetes better through their intervention.



INSIGHT

What this disease needs apart from latest in medicines are tools for patient engagement and disease management.



EXECUTION

Nordisk launched the campaign with unbranded portal that acts as a support system for diabetes patients covering 4 cornerstones of diabetes care - healthy eating, being active, medicine, and tracking. The website is full of resources that can be accessed even without prescription. However, more choices open up in the website when it changes from unbranded content to branded information. People who are considering signing up tend to opt for Novo therapy after their interactive experience with the portal. Their line of medicine, Victoza, has separate section for those who have opted for the treatment. Cornerstone4Care has developed an entire ecosystem for better diabetes management and the brand does seem to have a better recall value when it comes to imparting education in the field.

Cornerstones4Care
Your diabetes, your way.

my Home my Diabetes Health Coach

About Diabetes Healthy Eating Being Active Medicine Tracking

Login | Sign Up

You can manage your diabetes. We can help.

Introducing Cornerstones4Care®, your own diabetes support program. Discover tools and resources tailored to your needs, wherever you are in your diabetes journey. Healthy eating, being active, diabetes medicine, tracking—manage what's most important to you, all in one place.

Picks up the pace instead of weights
Mark & Carolyn, type 2 diabetes

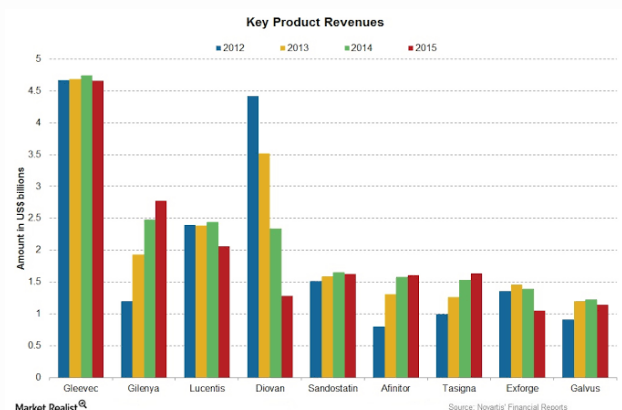
See how we build a plan around you.

Signing up is simple.
First, tell us about yourself.

→ Get Started

IMPACT

The portal has been in existence since last 10 years and going strong. The market shares of Victoza grew 18% in 2017 despite competition from global pharma majors.



KEY TAKEAWAY

What's more to making and marketing a product? Patient engagement, spreading awareness and building a safe ecosystem for disease management.

Nexium by AstraZeneca

A woman with long dark hair is lying on her side on a couch, wearing a white long-sleeved shirt and black pants. She is holding a large, glowing red heart against her back. In the foreground, a box of Nexium 10 mg is visible. The box is white and purple, with the text "Nexium 10 mg" and "esomeprazole tablets" clearly visible. The background is a blue couch with a striped pillow.



AstraZeneca 

Time was not on the side of AstraZeneca, but it wanted to reach out directly to its target consumers and doctors telling them about the product benefits and helping them transition from Prilosec.



I AM SO IMPRESSED WITH THIS CTC MEXIUMUX PRODUCT ***** GRIK0174
I HAVE BEEN USING IT FOR A FEW MONTHS NOW AND I LOVE IT! ***** GRIK0174
THANK YOU FOR A WONDERFUL PRODUCT ***** GRIK0174
I LOVE IT ***** GRIK0174
IT WORKS! ***** GRIK0174
I RECOMMEND THIS PRODUCT TO ANYONE ***** BATK034
SIMPLY ROCKS ***** BATK034
AMAZING LOVE IT ***** STEV1997
I'm so glad it's available ***** GRIK0174
NEXIUM 24HR HAS REALLY WORKED FOR ME, I SUFFERED FROM ACID, SO GLAD IT'S AVAILABLE ***** BATK034

ARE YOU PROTECTED BY THE #1 SELLING
FREQUENT HEARTBURN BRAND?



Microsoft® Zune is the next MP3 playing trend* for frequent iPod® users. Find out how for just \$99.99, then upgrade your Zune for \$99.99 more. www.zune.com/Zune4400

Experience the
power.



Feel the relief.

Nexium 40 mg offers greater healing power than either omeprazole¹ or lansoprazole² with no compromise in tolerability³.

It's got the *power*™ **Nexium**™

PRIS Information: Restricted Benefit, Nexium 40 mg: healing of gastro-esophageal

reflux disease. Nexium 20 mg: maintenance of healed gastro-oesophageal reflux disease.

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EXECUTION

The company spent heavily in the marketing campaign of Nexium. Huge amount of free samples was handed out to doctors. The extra-ordinary number of its sales staff went all out spending time explaining the drug to doctors. The product was also priced lower than Prilosec to drive sales, gradually moving to a similar price range. To induce trials and build a large customer base, the company tied up with Reader's Digest. The magazine's 3,80,000 household strong reader base in the US had reported more than 30 ailments in the form, and hence the magazine's database had a subscriber data ranging between 25,000 to more than 1.5 million. This credible piece of data helped AstraZeneca reach households that reported GERD and offer Nexium.

TAME THE ACID BEAST

WITH THE MOST POWERFUL OTC PPI AVAILABLE^{1,2*}

Print coupons and request samples now and help patients tame the acid beast from the start >>

Nexium Level Protection[®]

*Acid control pH <4 does not imply symptom relief. The correlation of pH data to clinical outcome has not been directly established.
¹Nexium 24HR may take 1-4 days for full effect.
²Reference: L. Siro, T. Redberg, L. Kyndt, A. et al. Esomeprazole provides improved acid control vs. omeprazole in patients with symptoms of gastro-esophageal reflux disease. *Aliment Pharmacol Ther*. 2006;24(14):181-192.
 Z. Butler, S. G. Johnson, et al. Daytime intragastric acid control and histamine analysis of esomeprazole 20 mg and over-the-counter proton pump inhibitors. *Aliment Pharmacol Ther*. 2010;33(12):1333-1341.
 L. Siro, T. Redberg, L. Kyndt, A. et al. Acid control with esomeprazole and lansoprazole: comparative double-blind response study. *Scand J Gastroenterol*. 2007;42(1):77-84.

Take control

Don't let frequent heartburn prevent you from enjoying the food you love. Nexium Control can offer 24-hour heartburn protection.

What is heartburn?
 Heartburn is caused by stomach acid rising up into the esophagus¹. One in 10 adults suffer from frequent heartburn, when their life is disrupted by it twice or more a week. The symptoms can include:
 • A burning pain in the chest area, sometimes in back of the throat
 • An unpleasant, bitter or acidic taste in the mouth or throat
 These can cause anxiety, irritation or frustration and even the pain affects your lifestyle. Heartburn can also disturb your sleep or stop you from eating or drinking the things you like.

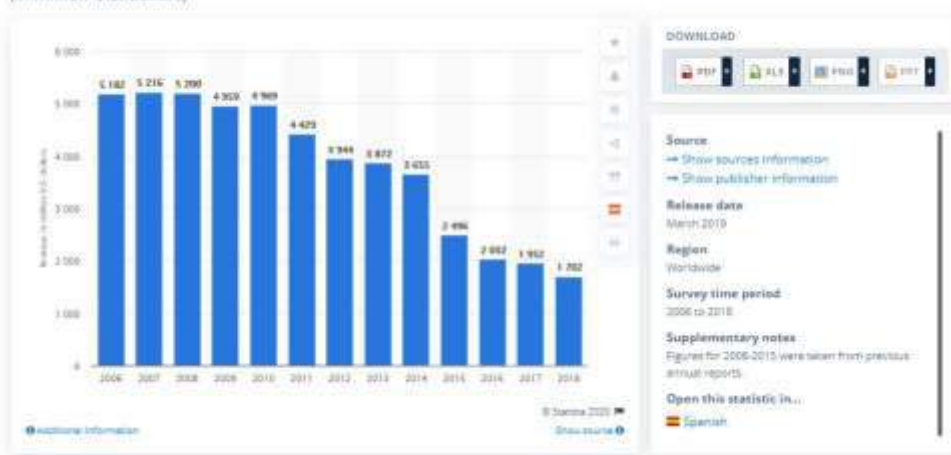
Nexium Control can help
 For people who experience frequent heartburn, Nexium Control is a different kind of treatment.
 • One Nexium Control tablet can give 24-hour protection against heartburn², while other treatments, such as omeprazole and lansoprazole, work for up to 14 hours and require multiple daily doses.
 • Nexium Control keeps heartburn at bay, even on weekends and holidays.
 • No breaking bad habits: instead of the symptoms of acid, Nexium Control can give continuous relief all day and night, without the need for multiple doses.
 • Nexium Control gets to work in 1 hour and most people fully experience protection from heartburn the day or evening. For best results, take 1-2 days.

Nexium Control Effective 24-hour protection from heartburn - now available at Asda
 Nexium Control tablets is the most effective way to keep acid at bay. Nexium Control 24-hour protection from heartburn - now available at Asda. Nexium Control 24-hour protection from heartburn - now available at Asda. Nexium Control 24-hour protection from heartburn - now available at Asda.

IMPACT

Nexium launch is one of the biggest, successful and award-winning marketing campaigns in pharma marketing. The company was able to retain its hold in the GERD drug market and even better it. It had been able to very successfully lead the transition from Prilosec to Nexium for its consumers. The sales of Nexium between 2000 and 2006 clocked at US\$19.58 billion. According to the company, between 2000 and 2006, 126 million prescription of Nexium had been written globally.

AstraZeneca's revenue from top product Nexium from 2006 to 2018 (in million U.S. dollars)



KEY TAKEAWAY

This makes a great case study about how to build-up on the goodwill your product already has in the market and leverage it to create something bigger and better.

CASE STUDY 8

Diabetes awareness by Novo Nordisk

BACKGROUND

Back in the 1980s, diabetes was considered a niche therapy in India, a disease not many had heard of. In fact, it did not even feature in the top 50 diseases by value of drugs sold in India. However, India was changing. The western lifestyle was taking over in the country, at least in the urban cities. This was driving a rise in a slew of lifestyle conditions such as diabetes, cardio-vascular diseases etc.



INSIGHT

Since the market wasn't even aware of a disease, there weren't even many specialists treating the disease, or spreading awareness about it. Indian diabetes market needed an intervention, a propelling push towards recovery.



EXECUTION

Novo Nordisk entered the Indian diabetes market by talking to both doctors and patients. The company conducted India's first ever diabetes survey, trained doctors in diabetology, and invested heavily in establishing insulin as a category and towards disease diagnosis. The Dutch pharma major also invested in creating diabetes awareness through engagement program - Changing Diabetes Barometer – along with the governments of seven states. The CDB is monitoring system to measure the progress made towards fighting the disease. It gives out a globally accepted framework to manage and control diabetes.

Novo Nordisk took a two-part approach to diabetes awareness in India. As a pilot project in Bihar, the company screened 1.5 lakh people at 357 camps. It also trained 37 doctors and other healthcare professionals in practical diabetology, and improved Diabetes management skills among 382 selected healthcare professionals. The screening found out diabetes prevalence to be at 11.6%.

In second part, the company increased the reach to 100 centers and trained more than 300 ASHA (accredited social health activist) activists. Further, more than 2,000 healthcare professionals were trained via conferences and trainings in next 12 months.



IMPACT

India's fight against diabetes can largely be attributed to the significant role played by Novo Nordisk. The whole generation of physicians and diabetologists that were trained by Novo Nordisk in diabetes management during 1980s are also the reason that India is in a much better place to fight the disease today.

More than 7.5 lakh patients underwent screening and over 3,500 healthcare professionals received training under the flagship awareness program of Novo Nordisk.



KEY TAKEAWAY

How to be a first-mover in a niche therapy/market? Have patience and invest in spreading awareness, engaging and educating the stakeholders and think long-term.

CASE STUDY 9

Making India Thyroid Aware by Abbott

BACKGROUND

As per a study initiated by Abbott and conducted across eight urban cities in India, one in 10 adults in India is affected by hypothyroidism. Women are three times more likely to be hit by the condition than men. The study suggested if 100 people are suspected to have hypothyroidism, about 25 to 30 per cent are being detected, diagnosed and treated. The rest 60 to 70 per cent are not even aware of it. This can largely be attributed to the low level of awareness for the disease in the country along with the high diagnosis costs.



INSIGHT

The world over thyroid disorders remain one of the most under-diagnosed health conditions. When left untreated, its symptoms mirror as those of other disorders to a larger extent and can be confused with those other ailments, making thyroid disorders one of the most neglected chronic health conditions..



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Kajol to create awareness about Thyroid

On World Thyroid day, Bollywood actress Kajol has come forward to create awareness about Thyroid disorders and its symptoms, urging pregnant women especially to undergo tests to keep the disease at bay.



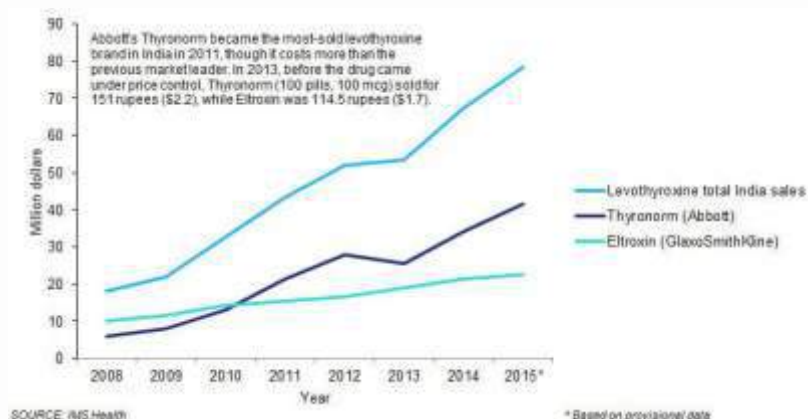
EXECUTION

Abbott India launched a multi-pronged approach to tackle hypothyroidism. The objective was to make Indians aware of the symptoms, risks, and treatment available for the condition. To encourage early detection and diagnosis, Abbott organized screenings in cities and villages across India. It offered discounted blood tests at doctors' clinics across the country. In four Indian states, Abbott used mobile vans to spread awareness about thyroid disorders and to prompt blood tests. The company tied up with the Indian Thyroid Society (ITS) to further the research for thyroid disorder awareness. It sponsored lectures, training of doctors and continuing medical education in the area. Abbott also helped in launching treatment guidelines for hypothyroidism. The guidelines recommended universal screening every 5 years for people over 35 years of age. To amplify the messaging, Abbott also took Bollywood actors Juhi Chawla and Kajol on board.



IMPACT

The company succeeded in its efforts to bring in awareness for the condition with over two million being screened. Through its partnership with ITS, Abbott has been able to reach millions by diagnosis and education camps across India. The resultant effect for this campaign was a rise in Thyronorm, Abbott India's drug to tackle hypothyroidism.



KEY TAKEAWAY

Creating a market or need for a product by creating awareness.

CASE STUDY 10

WeChat health testing tool by GSK

BACKGROUND

Over 100 million are affected by Chronic Obstructive Pulmonary Disease (COPD) in China but less than 7% are properly diagnosed. As for the rest, breathlessness is just one of the signs of aging they believe they have to deal with. COPD is one of the top three causes of death in China, largely due to it being under-diagnosed and undertreated. It was a big challenge to make people aware of the disease and get them to a hospital for a checkup.



INSIGHT

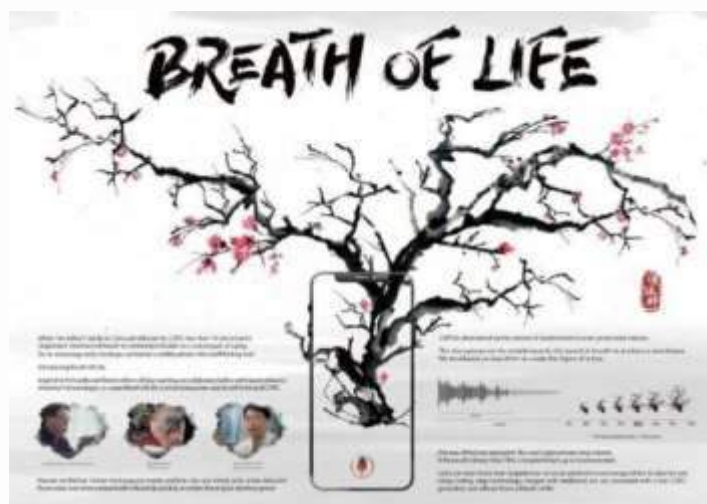
If people are not going to the clinic to get a checkup done, how about bringing a simple self-test mechanism to them in a way they can understand?



EXECUTION

WeChat is the ubiquitous app available in every phone in China, used by everyone across all age groups. GSK along with its advertising partner, McCann Health, devised a self-test tool that was both creative and technologically advanced. The company decided to leverage the traditional art form of blow-painting. They tied up with a popular blow-ink artist and a leading pulmonologist and designed the 'Breath of life' test that was available in WeChat.

As per the algorithm designed, once the person chose the type of tree and color for it, he would blow into the microphone of his device. The microphone would record the sound of breath to produce a sound wave and the algorithm would create the figure of a tree. The size of the tree would indicate a person's lung capacity. A score lower than 70% would send a notification to go for a health checkup. People could also share their tree artwork on social media to inspire others in their network to take the test.



IMPACT

The multi award-winning campaign was a huge hit in China. 'Breath of life' was the first COPD self-tool on WeChat and within two weeks of launch, it had already garnered 10,000 click-throughs. The campaign was termed an interactive and fun way to check something as serious as a disease in an age group that is not so much used to new ideas.



KEY TAKEAWAY

Creating a market or need for a product by creating awareness.

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