

Why market aligned planning?

Business Skill

- ∅ Crossing the chasm between what we know customers want today
- ∅and what they might want tomorrow!
- ∅ Need to forecast the resources and maximise the marketing mix



Why market aligned planning?

Business Skill

- ∅ Where are you now?
- ∅ Why are you there?
- ∅ Where do you need to be?
- ∅ How will you get there?



Market Alignment-Which Strategy?

Business Skill

∅ “You shouldn’t have more than one strategy about any issue, but you need strategies about lots of issues”

∅ Sergio Zyman “The End of Marketing as we know it.”



Market Alignment-Which Strategy?

Business Skill

- ∅ Establish the Market strategy
- ∅ Develop a brand template to meet customer needs
- ∅ Position the brand in the market



Market Alignment-Which Strategy?

Business Skill

- ∅ Use strategy to establish develop and maintain a defined brand image for our offering over time
- ∅ Has got to answer the question "Where are we taking this offering as a brand?"





Market Alignment-Which Strategy?

Business Skill

- ∅ Means achieving a consistent approach over all activities relating to the offering





Market Aligned Planning

Business Skill



	+2.688
	+5.000
	+1.500
	+1.125
	+1.062

- ∅ What are the key issues which need to be addressed?
 - ∅ Customer needs
 - ∅ Total business need for certain level of sales
 - ∅ Promotional spend
 - ∅ Sales force slots
 - ∅ Indications / licence
 - ∅ KOL support
 - ∅ PCT/ StHA support



Market Aligned Planning

Business Skill



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- ∅ What are the corresponding Critical Success Factors?
 - ∅ Meeting customer needs
 - ∅ Adequate Promotional spend
 - ∅ Sufficient Sales force slots
 - ∅ Need Indications / licence
 - ∅ Need scenarios assuming KOL & PCT/ StHA support / lack of support



Market Aligned Planning work out or revise our place in the treatment algorithm



- ∅ Where does our brand fit?
- ∅ First, second, third line?
- ∅ New ,switch, maintenance?
- ∅ Monotherapy, combination, adjuvant?



Market Aligned Planning

work out or revise our place in the treatment algorithm



- ∅ Are we market shaping / changing perceptions over the next period?
- ∅ Are we trying to move up the algorithm?
- ∅ Repeat prescription cycles
- ∅ Hospital pull through?



Market Aligned Planning-using analogues

Business Process



- ∅ Look at historical data for performance of say 2nd entry drugs into similar therapeutic areas
 - ∅ What happened?
 - ∅ What was spent?
- ∅ Best to analogue primary with primary & hospital with hospital

Market Aligned Planning-using analogues

Business Process



- ∅ What does experience suggest about rate of uptake?
 - ∅ 13 of the top 20 launches by revenue have been in the last 5 years
- ∅ What does this experience tell us in terms of likely shape of our sales line?

Market Aligned Planning-Positioning Business Skill

- ∅ Who is it for?
 - ∅ Should produce a statement reflecting the target patient, but also medical staff, carer etc
- ∅ What is it for?
 - ∅ Clearly stating the utility / benefit of the brand





Market Aligned Planning-Positioning Business Skill

- ∅ What does it replace?
 - ∅ How we clearly position ourselves in the market against the competition

- ∅ What does it offer?
 - ∅ Where we crystallise our value proposition & focus our competitive differentiation



Market Aligned Planning-Other factors

∅ Pricing

- ∅ Price & perceived value
- ∅ Competitive advantage
- ∅ Pharmaco-economic arguments
- ∅ Purchaser capability

∅ Clinical trials

- ∅ Market aligned planning
- ∅ Design & positioning
- ∅ Quality ,credibility of data

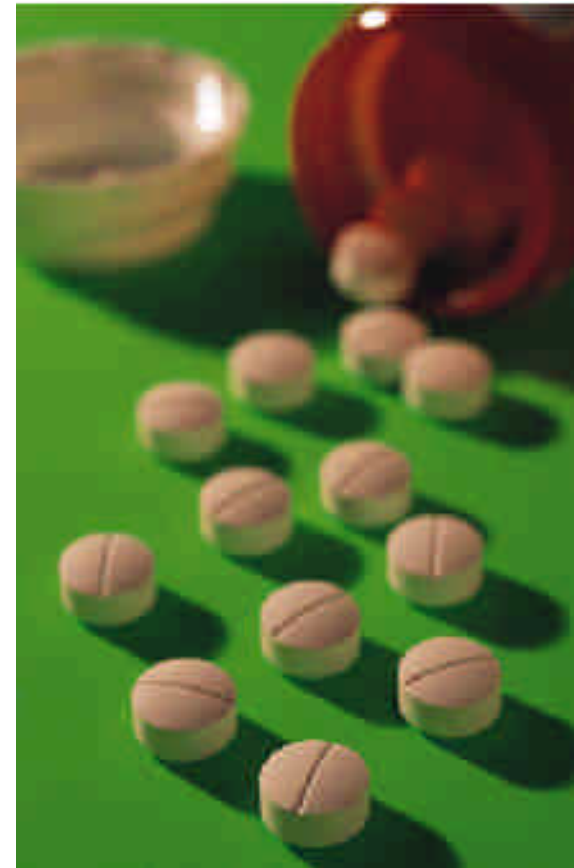




Market Aligned Planning-Communication Business Skill

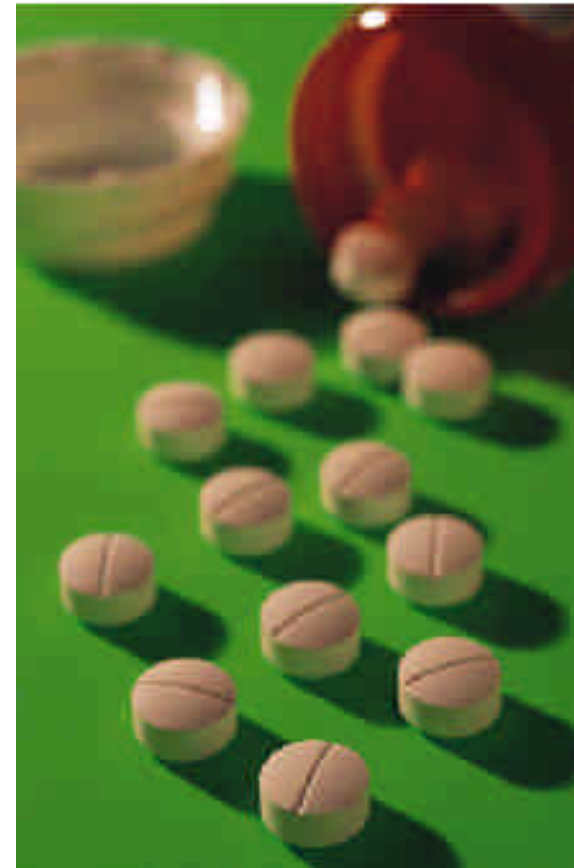
- ∅ To whom?
 - ∅ Who are the target customers /segments?

- ∅ What do we want them to do?
 - ∅ How/when/why do we wish them to use our brand?



Market Aligned Planning-Communication Business Skill

- ∅ What do they need to think and feel to do it?
 - ∅ What do we need to do to shape their rational and emotional perceptions of our brand?
 - ∅ How do we get them to engage /build a relationship?





Market Aligned Planning-Communication Business Skill

- ∅ How do we get them to think and feel this way?
 - ∅ What are the brand strategy / messages /tactics / market development programmes etc

