

Workshop on Branding Pharmaceuticals for Success

The pharma industry has largely been driven by R&D, aggressive defense of patents and dominant use of sales force. The horizon, however, is swiftly changing as the Blockbuster-driven prosperity has broken down. Drugs are getting scarcer and product innovation costlier. Sales of successful drugs steeply fall after patent expiry. Generics are gaining momentum at cheaper prices. Growth and profitability have declined across the board with increased political and regulatory scrutiny. China, India factor looks unchanged. Consequently mergers are rampant.

Never before the pharma industry had realized the importance of branding their drugs. Creating an image in the mind of Doctors & Patients by establishing a relationship between them and the drugs is being viewed with new vigor in developed markets. With clinical efficacy, safety and side effects, intangible psychological benefits are taking prominence in acquiring market leadership and higher margins.

*The workshop will break the myth “**No branding without advertising**” and unveil branding tools and Laws as to how “**Brand Contact**” at various levels may create all the difference. Cases of successful pharma brands will be part of the workshop to highlight usage of Brand Positioning concept.*

Topics

- *Understanding the essence of Branding*
- *FMCG vs. Pharma Branding*
- *How concepts from FMCG branding can be transformed into Pharma branding under regulatory umbrella?*
- *Laws of Branding used in Pharma marketing*
- ***Positioning Pharma Brands:** Perceptual mapping. Developing USPs. Reason to believe(RTB)*
- *Determining the Differential advantage*
- *Pharma niche marketing*
- *Pricing: the new segmentation variable: do's & don't*
- *Generic “Branding”*
- ***Consumer behavior concepts in designing Promo material and packaging:** Oedipus & Electra complex, Sublimation, Fetishism, Metaphorism.*
- ***OTC & DTC***

TRAINER'S PROFILE



Akhtar Mahmud is currently CEO, Brand Image - a marketing consultancy specializing in Branding, Advertising and Consumer Insights. He brings 30 years of corporate exposure mainly from Multi National Companies: Unilever, DHL, FedEx, etc. in senior marketing positions to corporate leadership.

Mahmud has been conducting Training and Development programmes for Banks, MNCs, local conglomerates, IBP, PIQC and leading T&D organizations. Market research and consultancy projects for BBC, United Nations, Hoechst, Millat Tractors, ICN, Aga Khan Health Services, Milupa Foods, Berger Paints, Novartis and NGOs are few of the key programmes undertaken by him.

Also an IBA Graduate with major in Marketing, Mahmud is teaching in Institute of Business Administration (IBA), Karachi since 2001.

He has also attended various seminars and conferences in US, Europe, Middle East and South East Asian countries on Branding, Brand-based communications, Creativity in advertising, influencing consumer behavior through psychological modules and leadership evaluation and awareness process.

Branding Pharmaceuticals for Success
REGISTRATION FORM

Organization:

Business Address:

Business Telephone: _____

Fax: _____

Company E-Mail: _____

Number of Participants: _____

We wish to register the mentioned delegate/s for the workshop.

Payment Method:

Cheque **Pay Order** **Bank Draft**

Cheque #: _____ **Amount:** _____

Name of the Sponsoring Official: _____

Signature of the Sponsoring Official: _____

Date: _____

Please return the completed form to Coordinator, IBA Center of Executive Education, Garden/Kayani Shaheed Road, Karachi along with a Cheque/Pay Order drawn in the name of Institute of Business Administration (cash payment is not accepted). The nomination form can be faxed to 99215528 or e-mailed to: smuhammad@iba.edu.pk

Please note that the registration is limited on first come first serve basis, therefore, confirm your registration latest by October 10, 2009

Participants' Details:

- 1) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____
- 2) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____
- 3) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____
- 4) Name: _____
Department: _____
Designation: _____
Mobile Number: _____
Email Address: _____

For added participants kindly copy this form.

Details:

Workshop on "Branding Pharmaceuticals for Success"

Date: October 14-15, 2009

Time: 09:00 a.m. – 05:00 p.m.

Venue: Center for Executive Education, IBA City Campus Karachi.

Registration Fees:

Rs. 22,500 / delegate* (Inclusive of handouts, refreshments & lunch)

*Discount of 10% for more than two participants from the same organization

* Group Discount of 15% for more than five participants from the same organization