

#84th Marketing Club 23rd Cairo

OTC Marketing Basics

Egyptian Market Insights

Tuesday 28-3-2023

10 PM EGY 11 | PM KSA 12 | PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Mahmoud Hamed

Senior Product Manager
& OTC Consultant



Egyptian OTC market

BY: MAHMOUD M. HAMED

OTC MARKETING CONSULTANT

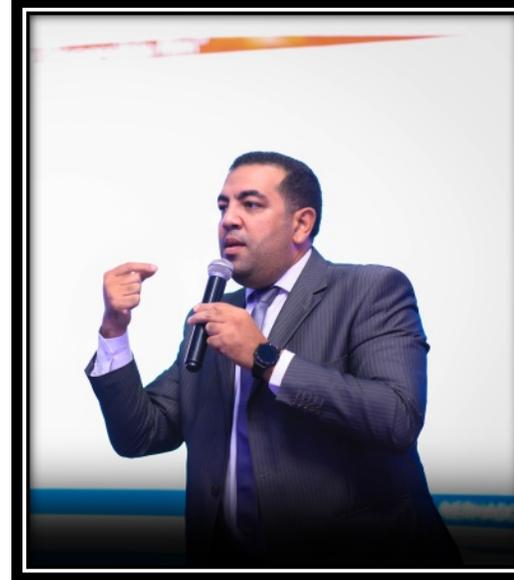




Mahmoud M. Hamed



- Pharmacist (Cairo Uni-2005) 40 yrs. Old
- Senior Product manager/Consultant OTC.
- FPi Pharmaceuticals
- *MBA, Cambridge KIPP 2017
- *Certified Professional Marketer, Cambridge KIPP
- Past Experience: 18 years experience in Egypt & Gulf
- (Otsuka, SAJA, Bayer, NCH, GSK consumer, Delta, Adwia, Nerhadou & FPi)
- Email: mahmoudhamed832@gmail.com
- GSM: 010 2998 5958
- <https://www.youtube.com/@mahmoudotcmarketing1485/videos>





Agenda

- OTC Vs. OTX Vs. Rx
- OTC different markets
- Segmentation/Targeting/Positioning
- OTC in Egypt
- Digitalization of OTC products in Egypt
- Think OTC
- OTC Scheme



OTC Marketing isn't magic...

Its science >>>

on top of Hard work





OTC Vs. OTX Vs. Rx

OTC Products

Products dispensed by pharmacists without a need for a doctor's Rx.

e.g.: Analgesics

OTX Products

Products that can be bought without a prescription but dispensed on the advice of the patient's physician.

e.g.: Supplements

RX Products

Products dispensed ONLY by a prescription of a healthcare professional.

e.g.: Antibiotics





OTC different markets

➤ We have many classes of OTC, As:

1. Cough & cold.
2. Gastrointestinals.
3. Analgesics
4. Dermatologicals.
5. Vitamins & Minerals.
6. Men's healthcare products (e.g.: Condoms).
7. FMCG Items (e.g.: Shampoos, Diapers, teeth health).
8. Cosmo-ceuticals.



Segmentation in OTC



- Segmentation is the soul of OTC marketing.
- Clear segmentation = clear and real plan.
- Example: Analgesics

Women or
men?

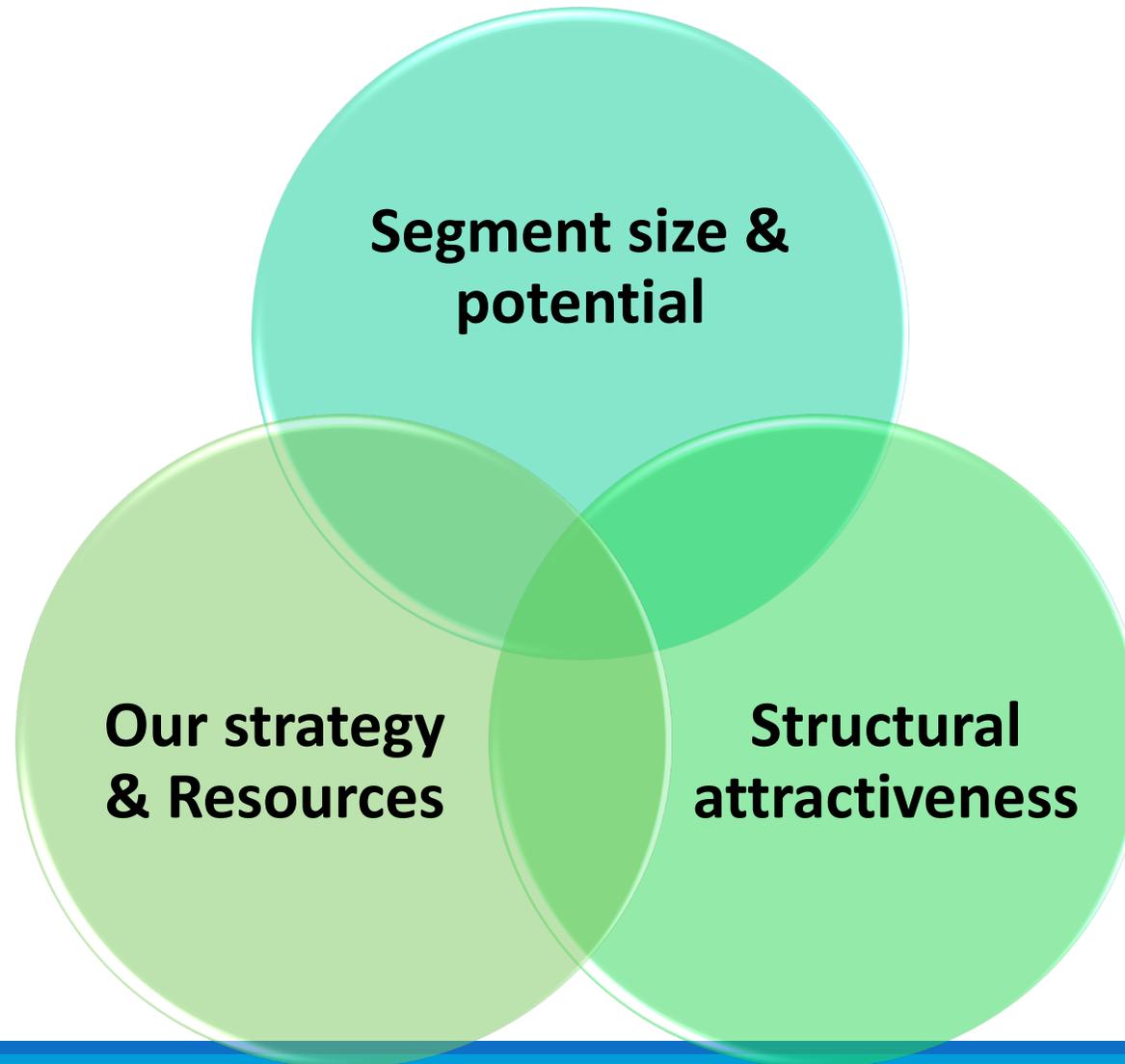
Adult or
young?

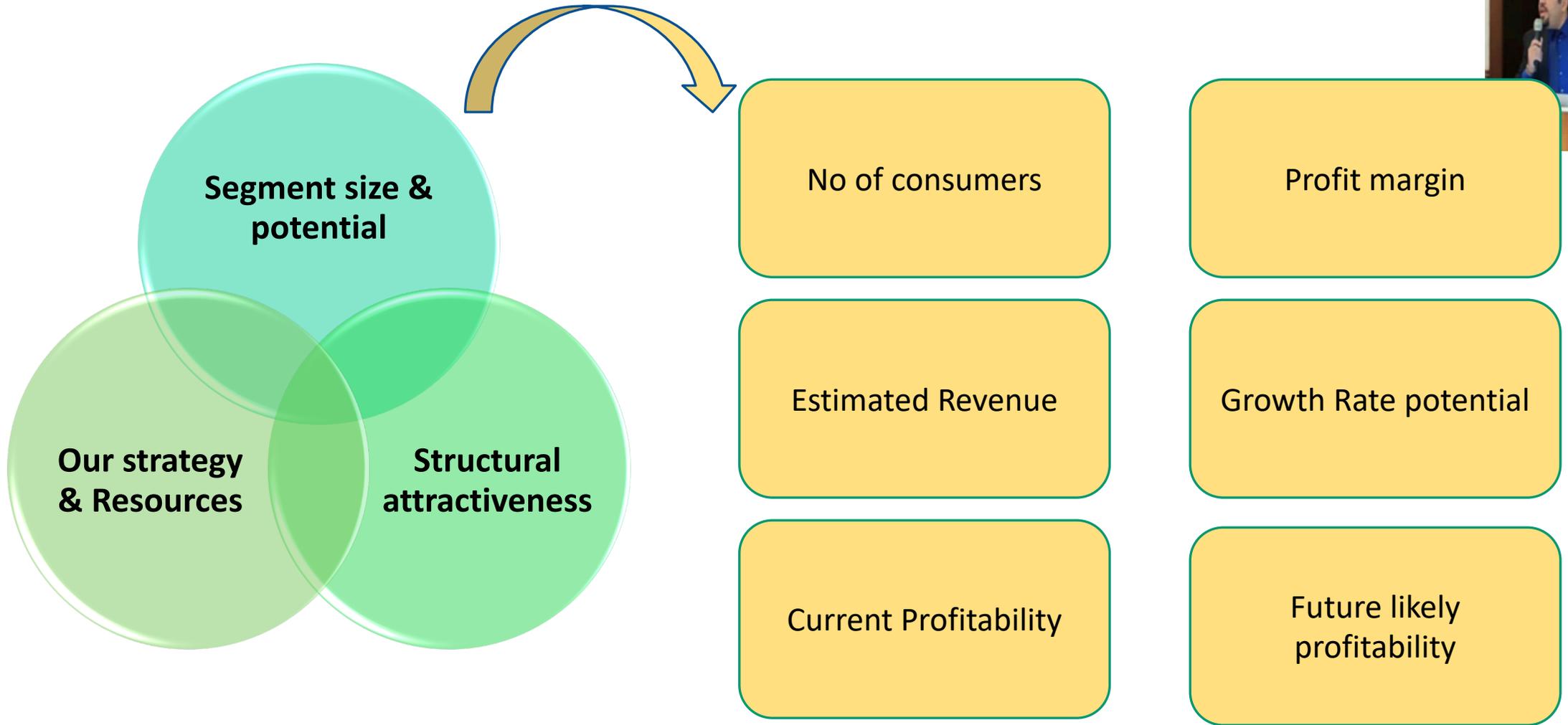
Working or
non working?

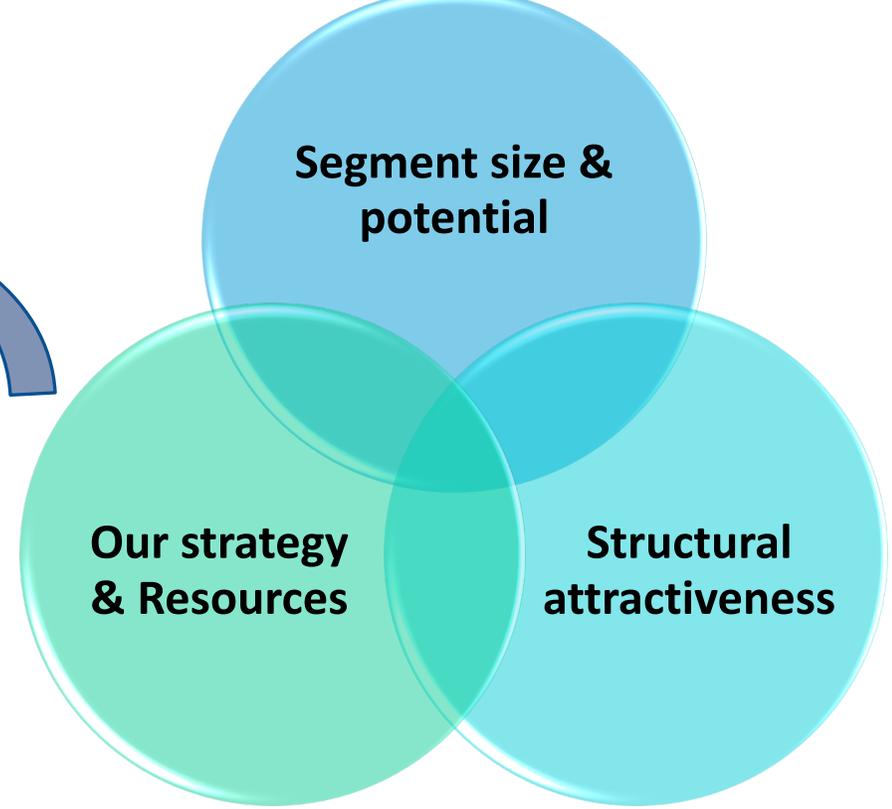
At home or at
work?



How to choose the segment??







Fit our mission strategy

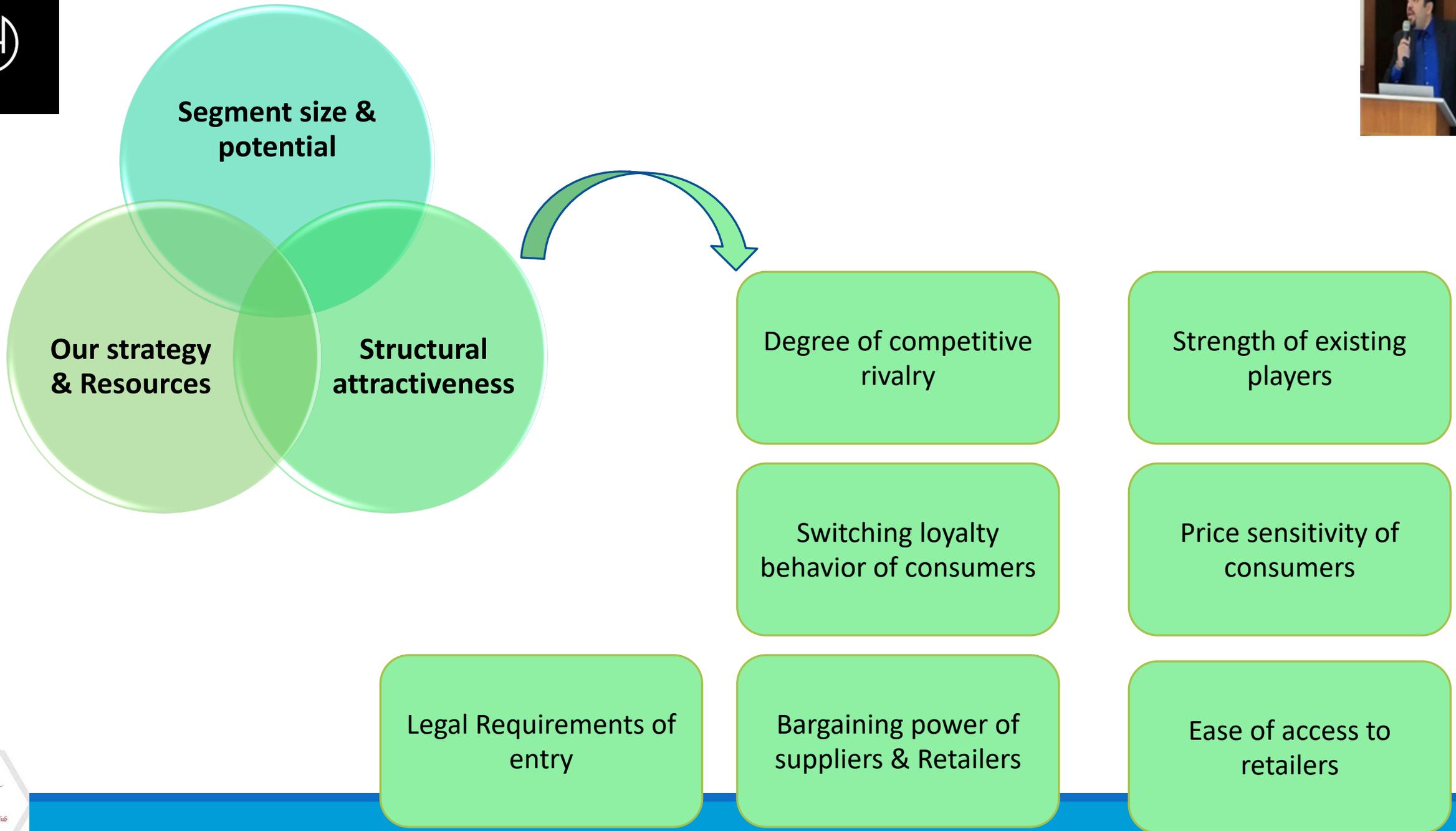
Consistent with our growth goals

Fit with your brand image

Good from an opportunity cost view

Have financial resources to target

Have capability to compete





Targeting in OTC

- Targeting in OTC differs totally than in Rx.
- Through ways and means.

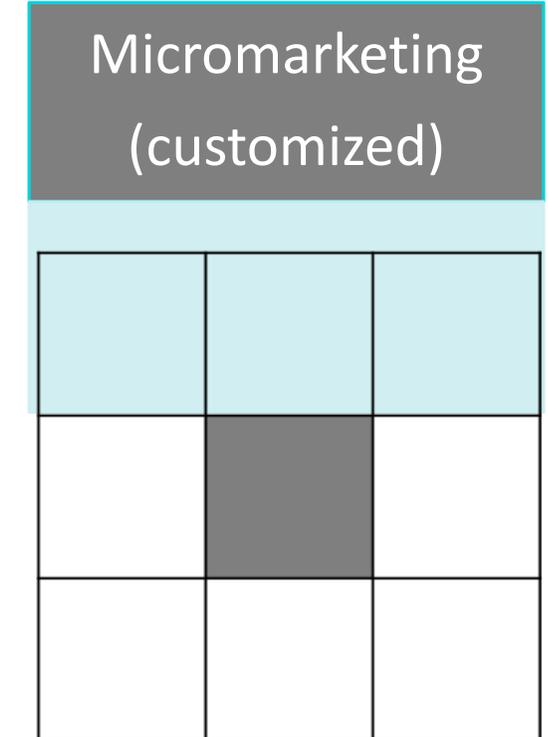
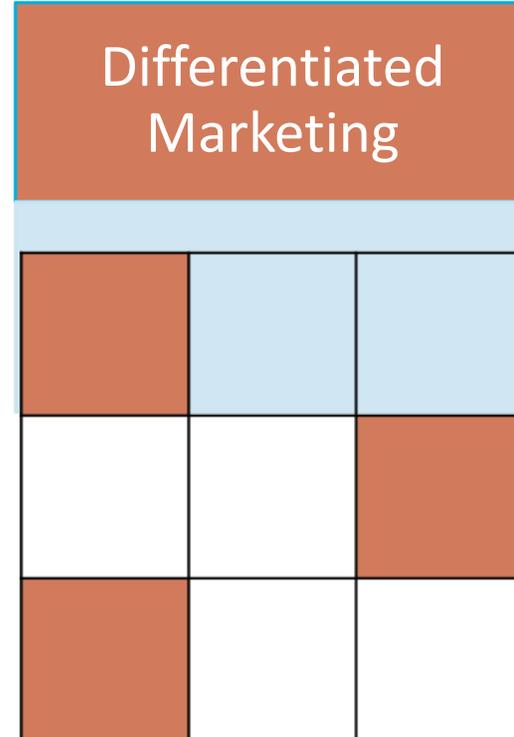


Market Targeting strategies





Market Targeting strategies





Positioning in OTC

➤ How to position your brand in the customer's mind.





How to position your brand in the customer's mind?

- There are three ways to position your brand in the mind of your customers:
 1. By identifying your brand statement
 2. By communicating your brand through marketing
 3. By communication your brand statement through operations



What's Your Brand Statement?

- Your brand statement is a summary of
 1. what your brand stands for
 2. who you are
 3. where you fit in the market
 4. why you exist in business.
- Your brand statement is the three to five words that create that unique impression in the customer's mind.





Four main types of positioning strategies

Competitive Positioning

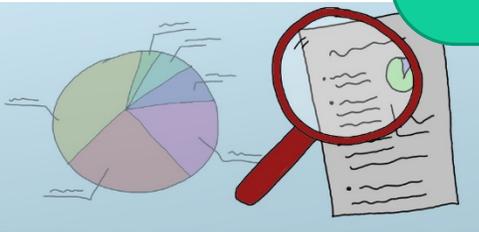
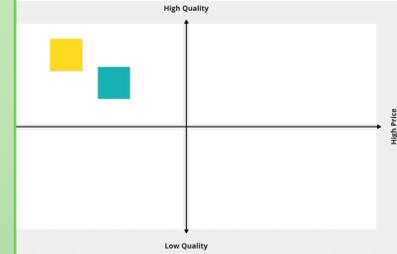


Competitive positioning
comparing your product or service with that of the competitors.

Product positioning
Creating benefits for customers by aligning those features with specific needs.

Situational positioning
positioning your product as a solution to the specific needs of targeted customers.

Perceptual positioning
Changing how people feel about their situation by altering perceptions.

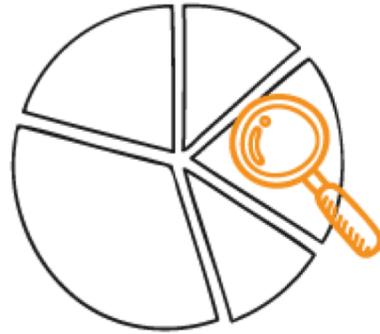


PERCEPTUAL POSITIONS



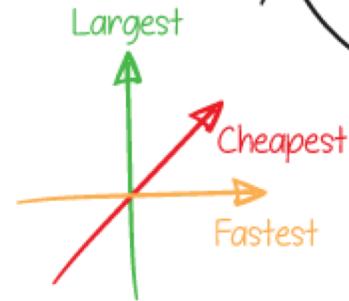


Identify
COMPETITORS
in the
MARKET



% Market Share

where are they
POSITIONED?

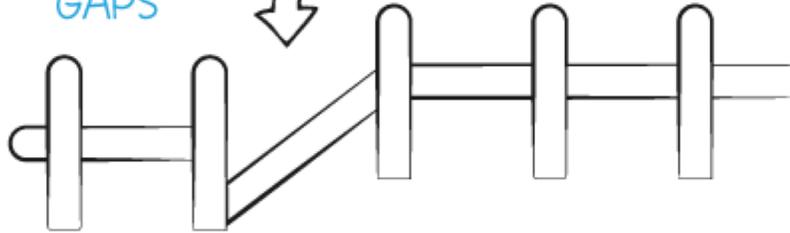


Decide on provider's
POSITIONING
relative to rivals

BRAND POSITIONING

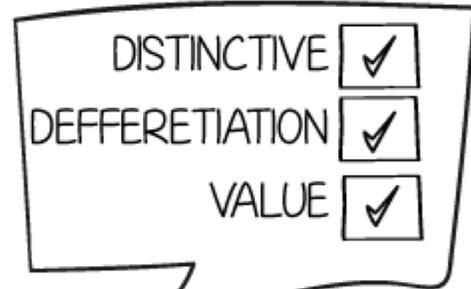
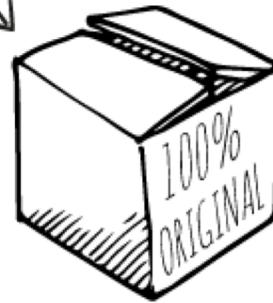


Look for
Market
GAPS



Develop a
**UNIQUE SELLING
PROPOSITION**

COMMUNICATE...



...to the CUSTOMER



FOUR TYPES OF MARKETING WARFARE

The Strategic Square



DEFENSIVE WARFARE

STRATEGY FOR MARKET LEADERS

- Cannibalize themselves with new ideas
- Block competitive moves

OFFENSIVE WARFARE

STRATEGY FOR NO 2 OR NO 3

- Avoiding the strengths of a leader's position
- Attacking the leader's weakness

FLANKING WARFARE

STRATEGY FOR NEW PLAYERS

- Move into an uncontested area
- Create the element of surprise

GUERILLA WARFARE

STRATEGY FOR SMALL PLAYERS

- Find a market small enough to defend
- Be prepared to exit at a moment's notice



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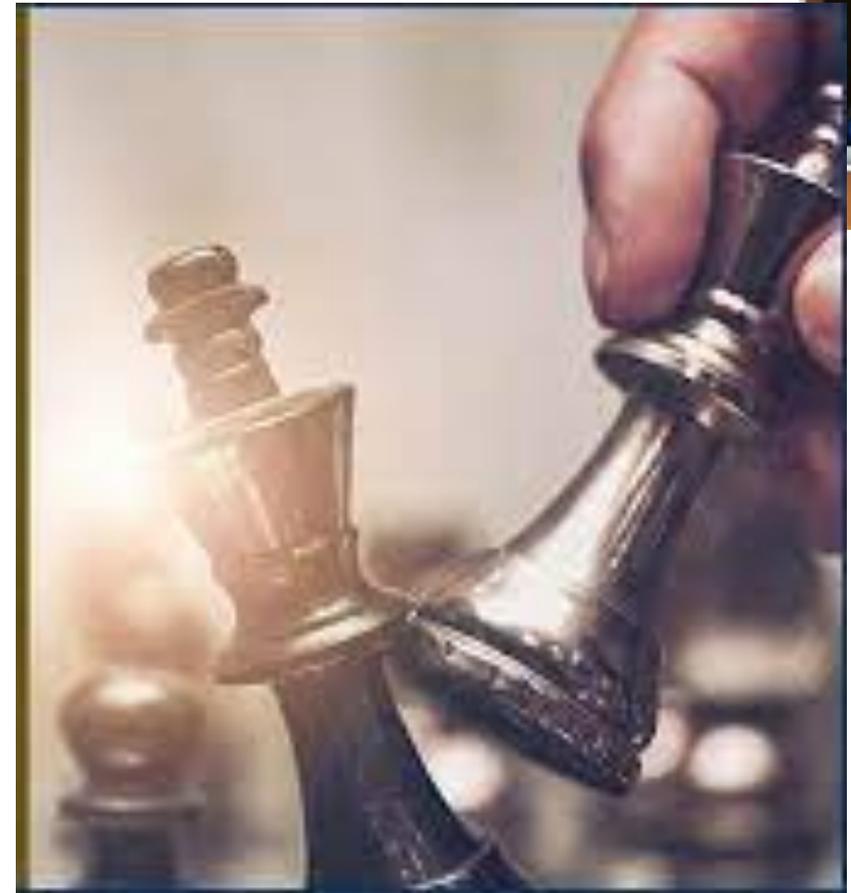
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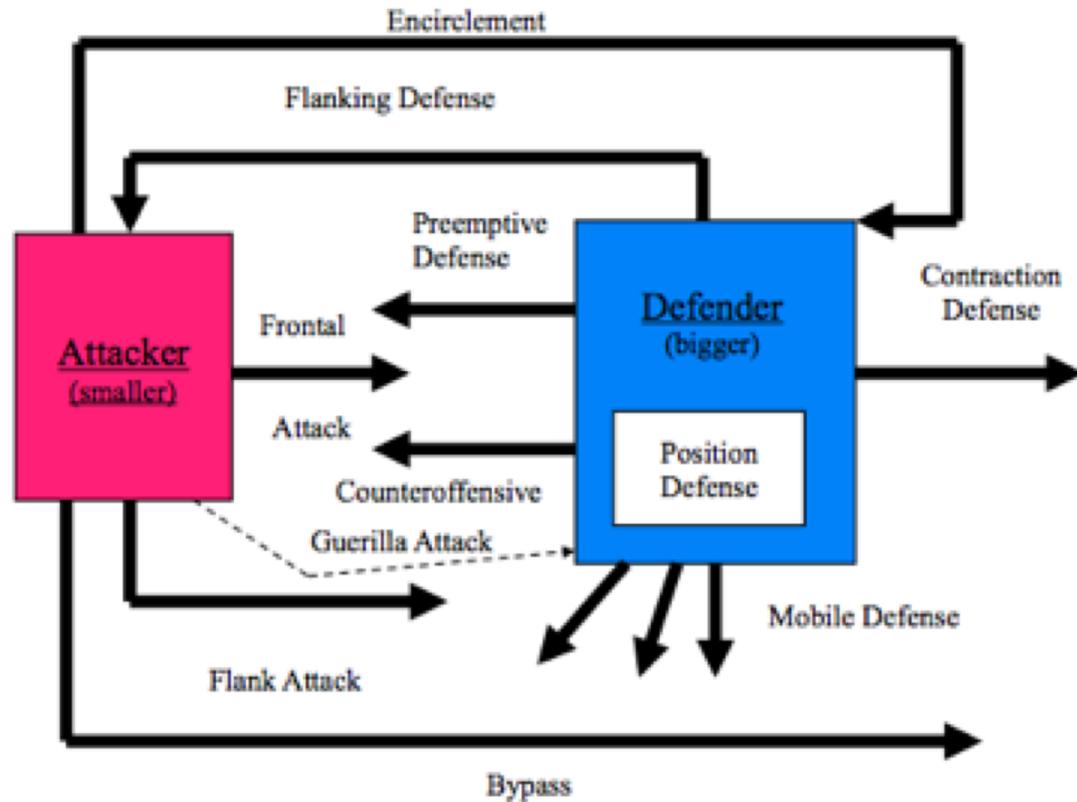
- Move into an uncontested area
- Create the element of surprise

GUERILLA WARFARE

STRATEGY FOR SMALL PLAYERS

- Find a market small enough to defend
- Be prepared to exit at a moment's notice

- flanking with low price
- flanking with high price
- flanking with small size
- flanking with large size
- flanking with distribution
- flanking with product form





FOUR TYPES OF MARKETING WARFARE

The Strategic Square

DEFENSIVE WARFARE

STRATEGY FOR MARKET LEADERS

- Cannibalize themselves with new ideas
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GUERRILLA WARFARE

STRATEGY FOR SMALL PLAYERS

- Find a market small enough to defend
- Be prepared to exit at a moment's notice

- Geographic guerrillas
- Demographic guerrillas
- Industry guerrillas
- Product guerrillas
- High-End guerrillas





Egyptian Drug Authority (EDA)

- This guidelines book is introducing a way of how the Egyptian authorities are handling the OTC items and how they categorize them.



Guidelines for Classification as Nonprescription Medicinal Products (OTC)





List of OTC products by EDA

- OTC list in Egyptian market is fixed on 117 items.
- You can apply for adding your product to the list in case it isn't there.

Arab Republic of Egypt
Egyptian Drug Authority
CA of Pharmaceutical Care



جمهورية مصر العربية
هيئة الدواء المصرية
الإدارة المركزية للرعاية الصيدلانية

The Egyptian Non-prescription Medicinal Products (OTC) List

No.	Generic name	Dosage form or Route	Notes
1	Acetofenac	Topical	
2	Minerals	Oral, topical	
3	Vitamin A	Oral, topical	• Accepted within daily dietary intake in multi-ingredient products, • in case single product with high doses and for specific indication it should be POM
4	Vitamin D	Oral, topical	• Accepted within daily dietary intake in multi-ingredient products, • in case single product with high doses and for specific indication it should be POM
5	Vitamin E	Oral, topical	• Accepted within daily dietary intake in multi-ingredient products, • in case single product with high doses and for specific indication it should be POM
6	Vitamin K	Oral, topical	• Accepted within daily dietary intake in multi-ingredient products, • in case single product with high doses and for specific indication it should be POM
7	Vitamin B	Oral, topical	
8	Vitamin C	Oral, topical	
9	Aluminium Hydroxide	Oral	• Adequately labeling mentioning impaired renal function precautions
10	Ambroxol	Oral	
11	Antazoline	Topical	
12	Aspirin (75,81,100,150,162,250, 300,320,325)	Oral	• Concentrations above 325mg POM
13	Benproperine	Oral	• May cause dizziness
14	Benzocaine	Topical spray, Oral spray & gel & lozenges	• Adequate labeling mentioning Methemoglobinemia warning. • Used only in the following age groups: - Dental gel: From 2 years, only with medical supervisio - Oral solution: From 6 years - Dental spray: From 6 years - Lozenges: From 12 years
15	Bisacodyl	Oral, rectal	





Digitalization and Advertising in OTC world in Egypt

- To have a post on a social media platform, we need to submit to EDA the post and take the approval.
- You can take the approval for 6 months or 1 year (different fees).
- In case of posting any media without submission of an approval, you will be subjected to a penalty (20,000 LE).
- In case of having another penalty, you will be subjected to higher penalties reaching the suspending of the product license.



Examples of posts (approved)

ما يُقع إلا الشاطر

هيموكلار كريم ٠,٥ %
مستحضر جلدي للاستخدام الموضعي

هيموكلار ٠,٥ % كريم
بوليستر بنتوزان كبريتي
مستحضر جلدي للاستخدام الموضعي

اسأل الطبيب أو الصيدلي عن الجرعة والاستخدام الأمثل للدواء والاحتياطات الواجب اتباعها. لا تستخدم أبداً هيموكلار ٠,٥ % كريم في الحالات الآتية: تاريخ من الحساسية أو انخفاض عدد الصفائح الدموية في الدم بعد تناول مضادات التخثر من الهيبارين أو المنتجات المرتبطة بالهيبارين. حساسية (فرط الحساسية) للمكونات الأخرى (ميثيل باراهيدروكسي بنزوات وبروبيلين جليكول). في حالة الشك يجب سؤال طبيبك أو الصيدلي. لا يوضع على المنطقة المجاورة مباشرة للعين أو الأغشية المخاطية أو الجروح أو الحروق أو الآفات المعدية أو الأمراض الجلدية المسببة للنزيف. يجب دائما قراءة النشرة الداخلية قبل استخدام الدواء. آخر نشرة معتمدة من هيموكلار من هيئة الدواء المصرية بتاريخ ٢٠٢١/١٨/٢٠. يتعين على المستهلكين إبلاغ مركز اليقظة الصيدلية المصري على الخط الساخن ١٥٣٠١ وكذلك قسم اليقظة بالشركة على البريد الإلكتروني: pharmacovigilance@chemipharm.com حال حدوث أي آثار عكسية من الدواء.

HF01860A538/012023
24/07/2023

"وجه إلى المستهلكين"
رقم التسجيل: 1658/2022
رقم التسجيل الضريبي: 205-119-840
البريد الإلكتروني:
info@chemipharm.com.eg





Examples of posts (approved)

ديكلوبرو
ديكلوفيناك ١% (على هيئة إيبولامين)
جل موضعي

ديكلوبرو:
- مضاد للالتهاب و مسكن في حالات:
- الم العضلات البسيط الي المتوسط.
- الكدمات
- الالم المصاحب للصددمات
- يستخدم ديكلوبرو ١% جل للكبار و المراهقين من سن ١٤ عاما فما فوق

لا تستخدم ديكلوبرو ١% جل:
اذا كنت تعاني من حساسية تجاه الديكلوفيناك او اي من المكونات الاخرى لهذا الدواء.
اذا كنت تعاني من حساسية زائدة تجاه حمض الاسيتيل سيستامين
للأطفال اقل من ١٤ سنة
اذا كنتي حامل في الثلث شهر الاخير من الحمل.
اذا كنت تعاني من فشل كلوي.
لا تستخدم مضادات الالتهاب الغير الستيرويدية لعلاج الالم قبل اجراء جراحة تغيير مسار الشريان التاجي.

الجرعة:
الكبار و المراهقين ١٤ سنة فما فوق:
توضع طبقة رقيقة من ديكلوبرو جل علي المنطقة المصابة من ٣-٤ مرات
يوميا حسب الحاجة و يفرك بلطف.
لا يجب استخدامه للأطفال اقل من ١٤ سنة.

يجب دائما قراءة النشرة قبل استخدام الدواء
آخر نشرة معتمدة من ديكلوبرو ١% جل من هيئة الدواء المصرية في ٢٠٢٢/١٩١
يجب الرجوع للطبيب او الصيدلي قبل استخدام الدواء او استمرار الأعراض
يتعين علي المستهلك حال حدوث اي اعراض عكسية ابلاغ مركز اليقظة الصيدلية المصري عن طريق رقم
١٥٣٠١ و قسم اليقظة بالشركة عن طريق

المرجع
١ - آخر نشرة معتمدة من ديكلوبرو ١% جل من هيئة الدواء المصرية في ١/٩/٢٠٢٢

خيديا
Email: info@xeediapharma.com
Tel.: +22685592 02+ / 22685591 02

ديكلوبرو ١% جل
30g



HF03830A542/032023





How to think OTC

1. Emotional tactics
2. Consumer research
3. Stay on your consumer mind
4. Consumer loyalty
5. Ratings and Reviews





1. Emotional tactics

- Always healthcare products depends on rational aspect, Unlike OTCs, which depends on (Positive storytelling or solving a crisis as never there is a one).
- Example: in case of analgesics, the game play around the absence of the problem (not like Rx: exaggerate the problem).



2. Consumer research

- Chances that people will Google cough syrup when their throats are under a constant attack is much higher than they will Google about Pepsi when they are thirsty.
- It has become increasingly important for marketers to know how people are searching for their products online.
- You should have a complete knowledge of which keywords are dominating the search



3. Stay on your consumer mind

- The sales cycle of OTC medicines is short.
- This may be positive or negative.
- In an era where marketers are armed with social media, emails, and mobiles, it's not at all difficult to achieve a sustainable or multi-channel marketing approach.
- Example: Bayer & (P&G) campaigns on social media and on ground activations.



4. Consumer loyalty

- This frequent use makes the OTC/OTX industry ideal for customer loyalty programs, which can increase repeat purchase rate.
- Loyalty programs are also a treasure trove of data.
- Which you can use to do things like making intelligent product recommendations to your customers based on their purchase history, geographic location, age, gender, and more.



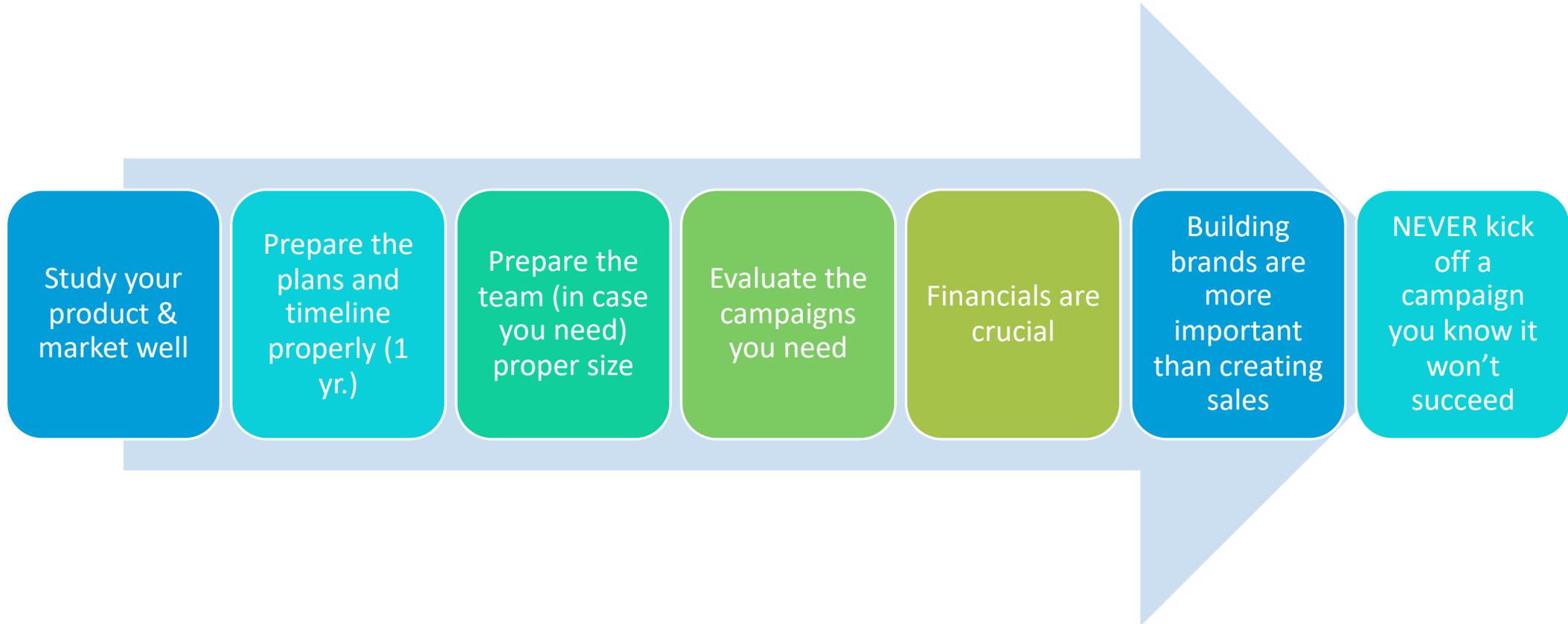


5. Ratings and Reviews

- When customers see that the product is getting more praise than a rebuke from a wide range of people, it automatically becomes a social proof.
- like a trust badge.
- The reader starts to feel “good” about the product and that’s what marketing is all about.



OTC Scheme





Conclusion

- OTC marketing is the same as well as different from the marketing of Rx products. The marketers will have to do few things drastically different by keeping the base of the marketing concept intact.
- But it's more than worth to take those extra and different efforts. With the increasing awareness of health all across the globe and slow and steady progress of OTC medicines towards becoming a regular category on e-commerce platforms, OTC marketers can strike gold!



Team (Personnel)

- Whom to work with? (Medical team or non-medical)
- The call in OTC/OTX
- Role of marketer in the call??



Distributors role in OTC

- Distributors have a great role in managing OTC items.
- Annual deals is one of the most well known options (with incentives to telesales).



Chains role in OTC

- Chains are classified one of the big tools in OTC business.
- Annual deals with incentives to retailers (pharmacists or merchandisers).
- List A in chains
- Marketing deals with visibility items.



Stores المخازن

- Egyptian market has 70,000 licensed pharmacies.
- Active of them 48,000 pharmacies.
- How many you will be able to reach???
- Stores are representing 35% of sale-in in the Egyptian market (2022 IMS data).
- In Delta region, 50% of buying in pharmacies coming from stores.



Stores (Cont.)

- Don't forget that you are a marketer.....
- Negotiation skills are highly needed.
- Be prepared and plan well.
- Feedback and honesty.....





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INSTRUCTOR

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