



MARKETING *Club* 128th

128th Marketing Club
88th Business Club
32nd Jeddah Club



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Ai APPLICATIONS IN MARKETING



LIVE WEBINAR

JOIN FREE

Date	Time	Time	Time	Place
6.2.24 Tues	8:00PM  Egypt	9:00PM  KSA	10:00PM  UAE	Online Zoom



INSTRUCTOR
DR. KAMAL FAYAD
MARKETING CONSULTANT

Updates on Ai Applications in Pharmaceutical Marketing

Marketing Club, Feb 2023

Kamal Fayad, B. Pharm., CIM, PMP
Marketing & Business Consultant



Contact Me







KINGDOM OF HEAVEN

MOVIE TRAILER

NOUR
Tarek Hassan



Summary

- **Biography**
- **Survey**
- **Introduction on Ai Revolution**
- **Ai & Pharma Marketing**
- **Ai Text Generation in Marketing**
- **Ai Image Generation in Marketing**
- **Ai Video Generation in Marketing**
- **Ai Audio Generation in Marketing**
- **Ai Monitoring in Retail Marketing**
- **Ai Data Mining in Marketing**
- **Ai Programming in Marketing**



Biography



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Dr. Kamal Fayad

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Biography

B. Pharm., C-level Marketing Head in blue-chip companies, +24-year experience.

- **Pharmaceuticals, Medical devices**
- **Hospitals, Medical Laboratories**
- **Cosmetics, Perfumes, Luxury Products**



Area of Competence

- **Strategic Marketing**
- **Digital Marketing**
- **Gen Ai Applications**
- **Digital Transformation**
- **IOT in Retail Marketing**
- **Influencer Marketing**
- **Social Media Marketing**
- **Digital PR**



Postgraduate Certifications



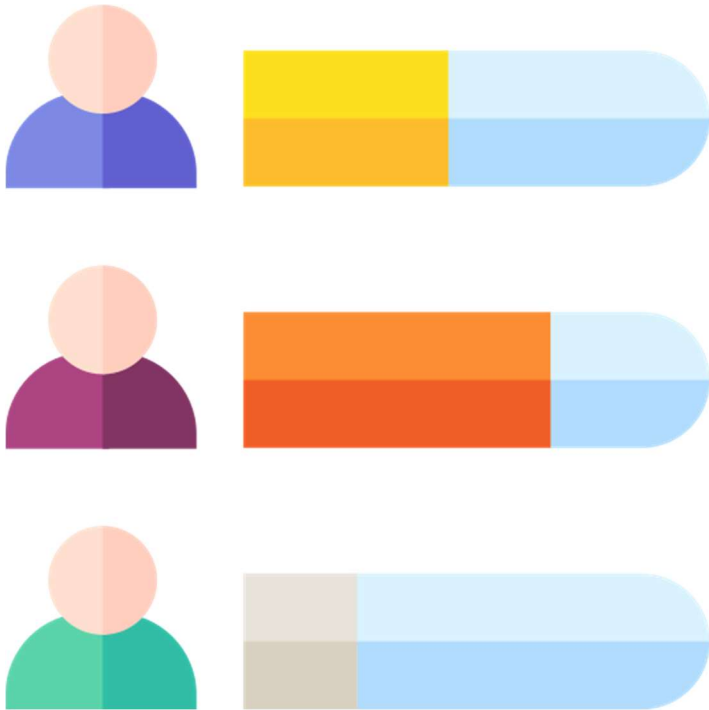
Partners in Success



Survey



Pre-Training Polls



forms.gle/yb4uJgUbu9JTsVZH9



Ai Revolution



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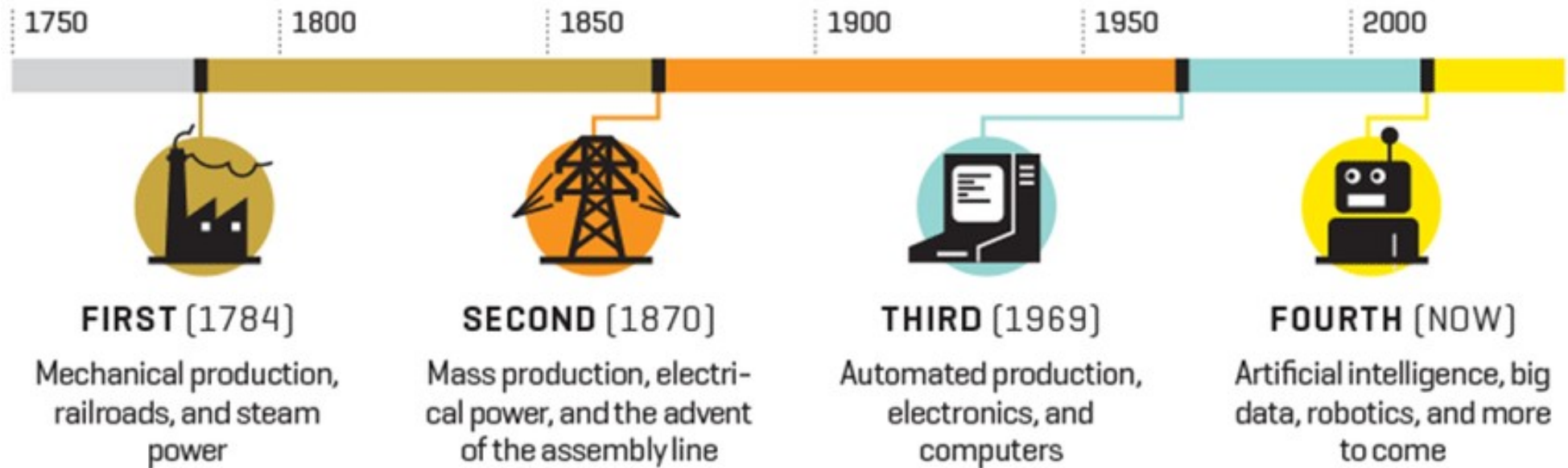
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Industrial Revolutions



GenAi vs. Humans



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Disappeared Jobs

Phase	Disappeared Jobs
1 st Industrial Revolution 8 th -19 th Century	Handloom weavers, Spinners Blacksmiths
2 nd Industrial Revolution 19 th -20 th Century	Lamplighters Ice cutters Horse carriage makers Telegraph operators
3 rd Industrial Revolution Late 20 th Century	Typists Film projectionists Bank tellers (reduced demand due to ATMs)
4 th Industrial Revolution 21 st Century, Ongoing	<i>Disappearing:</i> Cashiers (due to automated checkouts) Travel agents (due to online booking) Factory workers (due to robotics and automation) Content Creators, Data Analyzers, Graphic Designers



Generative Ai



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What is GenAi?

- **Artificial intelligence capable of generating text, images or other data using generative models, often in response to prompts.**
- **Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.**



History

- **2000s, image classification, speech recognition, NLP**
- **2014, 1st learning generative models, complex data**
- **2017, 1st GPT**
- **2018, GPT-1**
- **2019, GPT-2**
- **2021, GPT-3, DALL-E, Midjourney & Stable Diffusion**
- **2023, GPT-4**



Ai in Pharma Marketing



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Ai Text Generation



GenAi Text Generation

- **Marketing Calendars, Media Plans**
- **PR Campaigns, email campaigns**
- **Campaign Budget**
- **Influencer Marketing Scripts**
- **Training Materials, Promotional Messages**
- **E-Commerce, Content Marketing, SEO, SEM**
- **CV Filtration**
- **Insert Leaflet Copywriting/Translation**
- **Medical Claims Free**



GenAi Text Generation Tools



Ai in AV production



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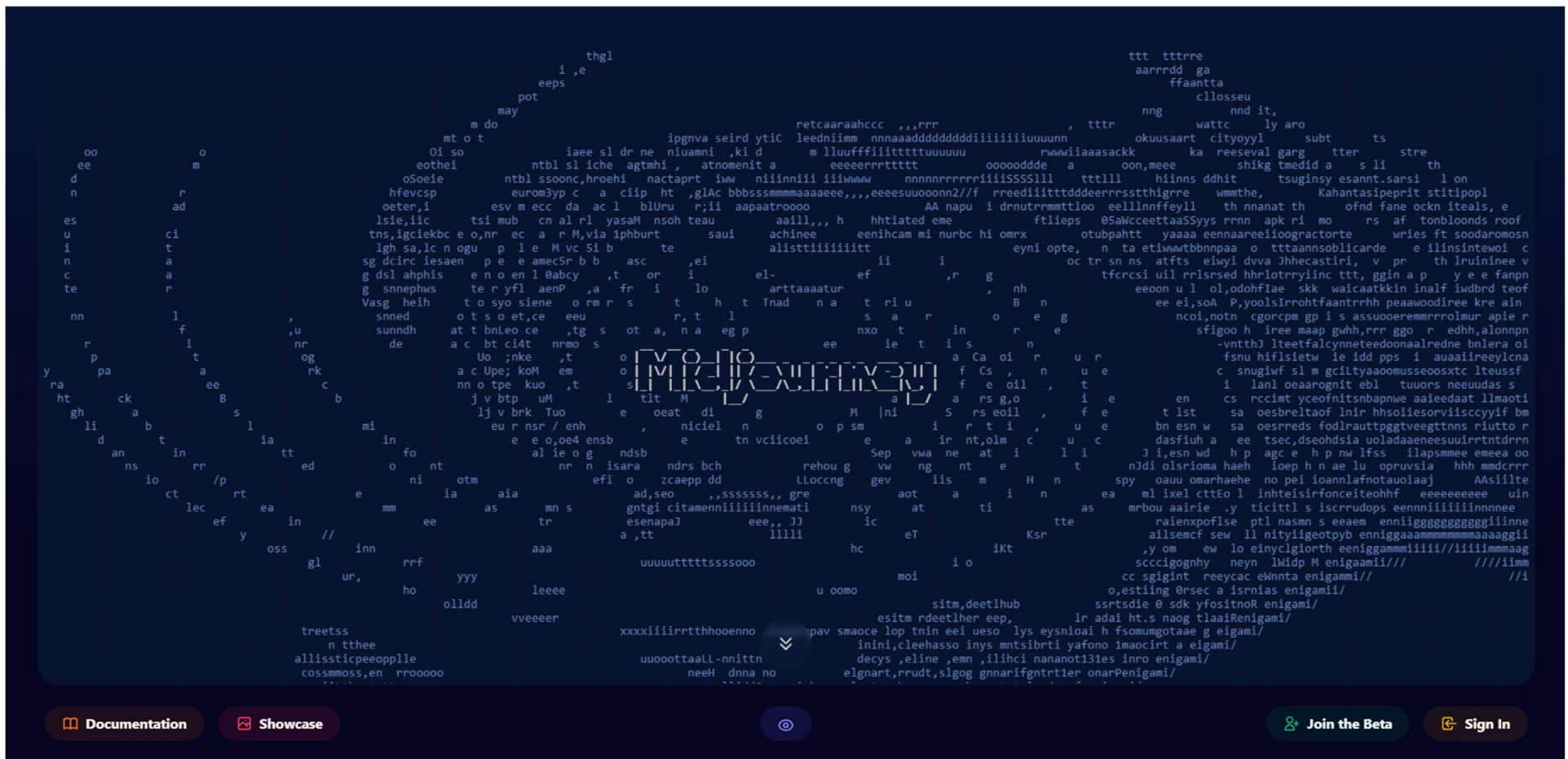
GenAi Image, AV Generation

- **Package Designs**
- **POS materials Designs**
- **Ads Conceptualization / Ideation of campaigns**
- **Training Materials (AV module)**



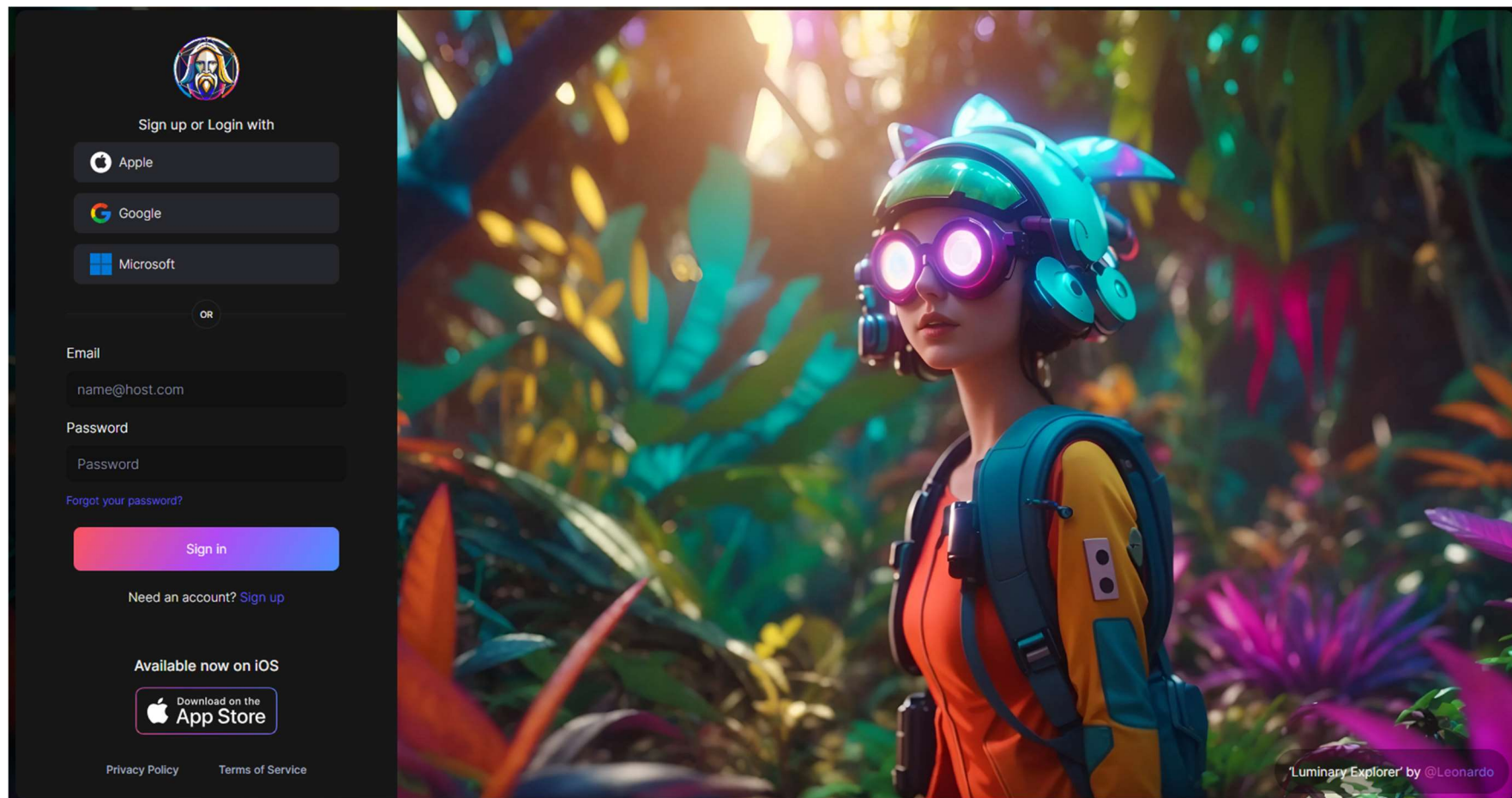
Midjourney

<https://www.midjourney.com/home>



Leonardo

<https://app.leonardo.ai/auth/login>



Vidnoz

<https://www.vidnoz.com/>

The screenshot displays the Vidnoz AI website. At the top, there is a navigation bar with the Vidnoz logo, links for Features, Free AI Tools, Use Cases, Pricing, Resource, and Company, a Login button, and a prominent 'Create Free AI Video' button. The main content area features the headline 'Vidnoz AI - FREE AI VIDEO GENERATOR' and 'Create Free AI Videos in 1 Minute'. Below this, three bullet points highlight the service's benefits: it is easy, fast, and 100% free; it requires no cost, download, or experience; and it offers over 400 AI avatars, 470+ realistic AI voices, and 400+ templates. A 'Create Free Video Now' button is positioned below the text, with a note stating 'No credit card required'. To the right, a preview of the AI video generator interface is shown, featuring a sidebar with avatars, a main video preview area with a purple background, and a text input field at the bottom with a sample script: 'Hi, this is Stella, your AI narrator. Simply select a template and paste your text, then leave all the business to Vidnoz AI.' The bottom of the page includes the text 'Trusted by 1000+ Media' and logos for various media outlets: FOX8, MARKETS INSIDER, MORNINGSTAR, News Channel 8, KRON 4, and 8 NEWS Live.

Vidnoz AI - FREE AI VIDEO GENERATOR

Create Free AI Videos in 1 Minute

- Easy, fast, and 100% free AI video generator.
- No cost, no download, no experience required.
- 400+ AI avatars, 470+ realistic AI voices, 400+ templates.

[Create Free Video Now](#)

No credit card required

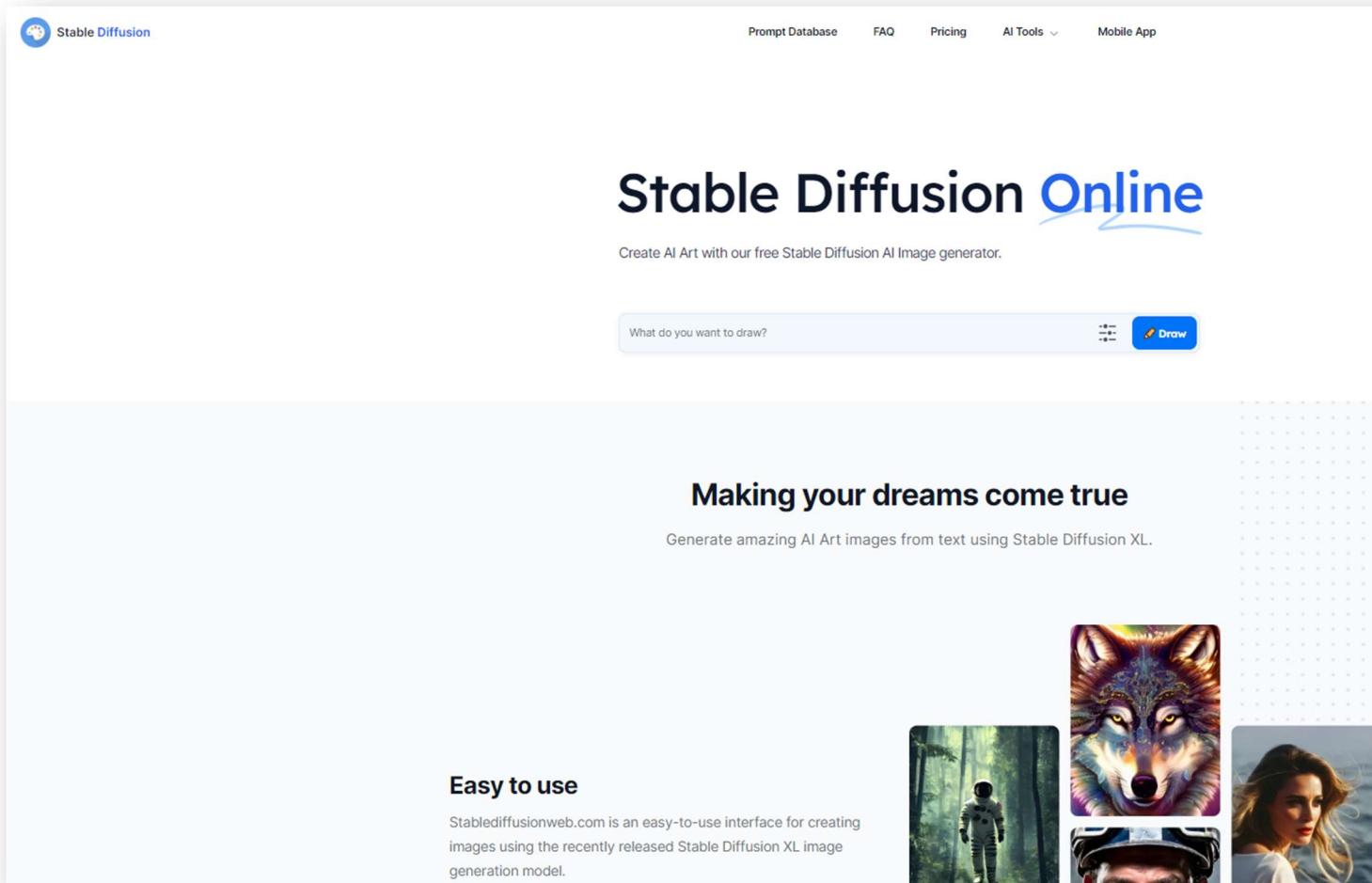
Trusted by 1000+ Media

FOX8 MARKETS INSIDER MORNINGSTAR News Channel 8 KRON 4 8 NEWS Live




Stable Diffusion

<https://stablediffusionweb.com/#ai-image-generator>

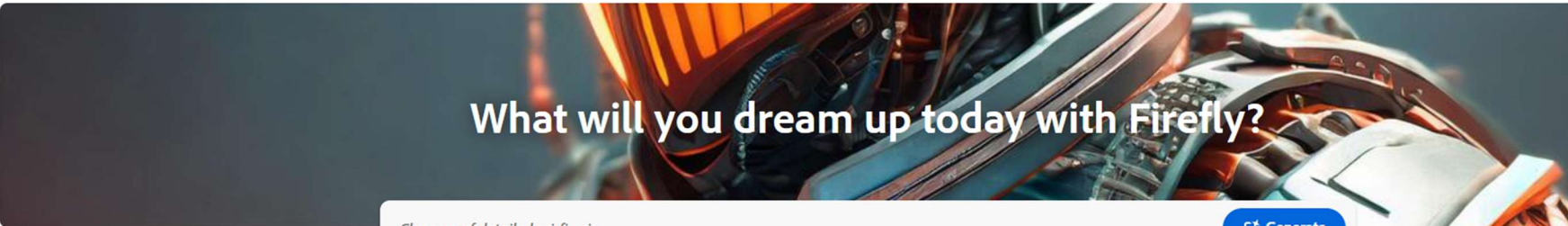


Firefly

<https://firefly.adobe.com/>

 **Adobe Firefly**

HomeCommunityAboutHelp




What will you dream up today with Firefly?

Close up of detailed sci-fi sui

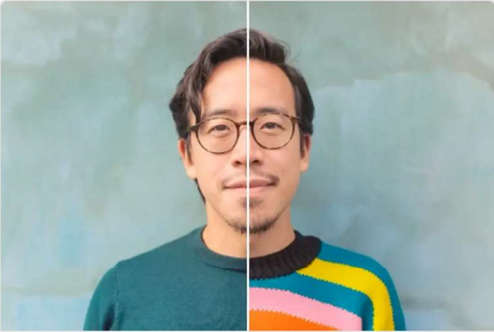
Generate

Try these out

Experiment with the latest in generative AI and let us know what you think.




Text to image



Generative fill

[Try Generative Fill in Photoshop](#)



Text effects



Ai in Retail Marketing



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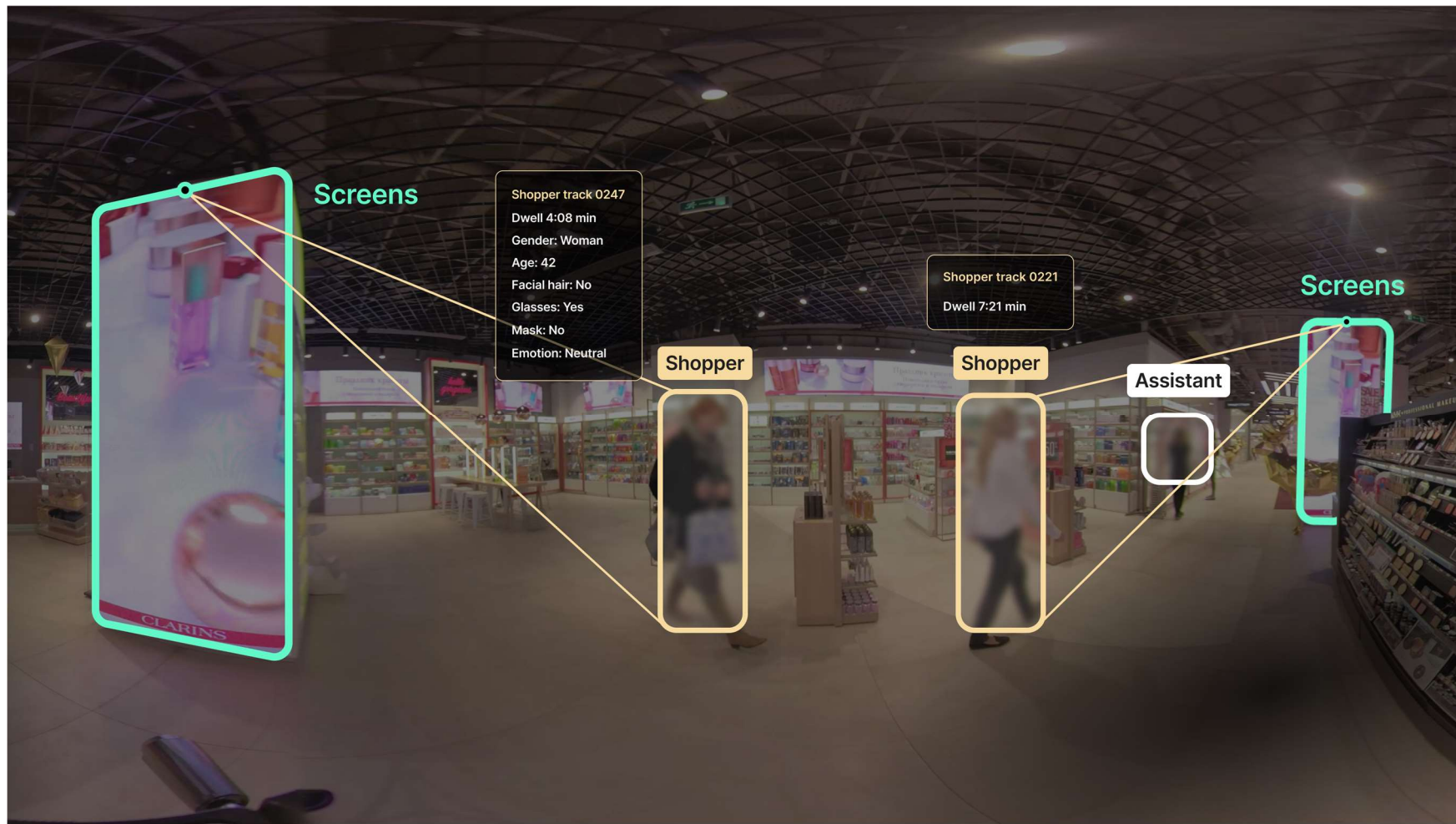
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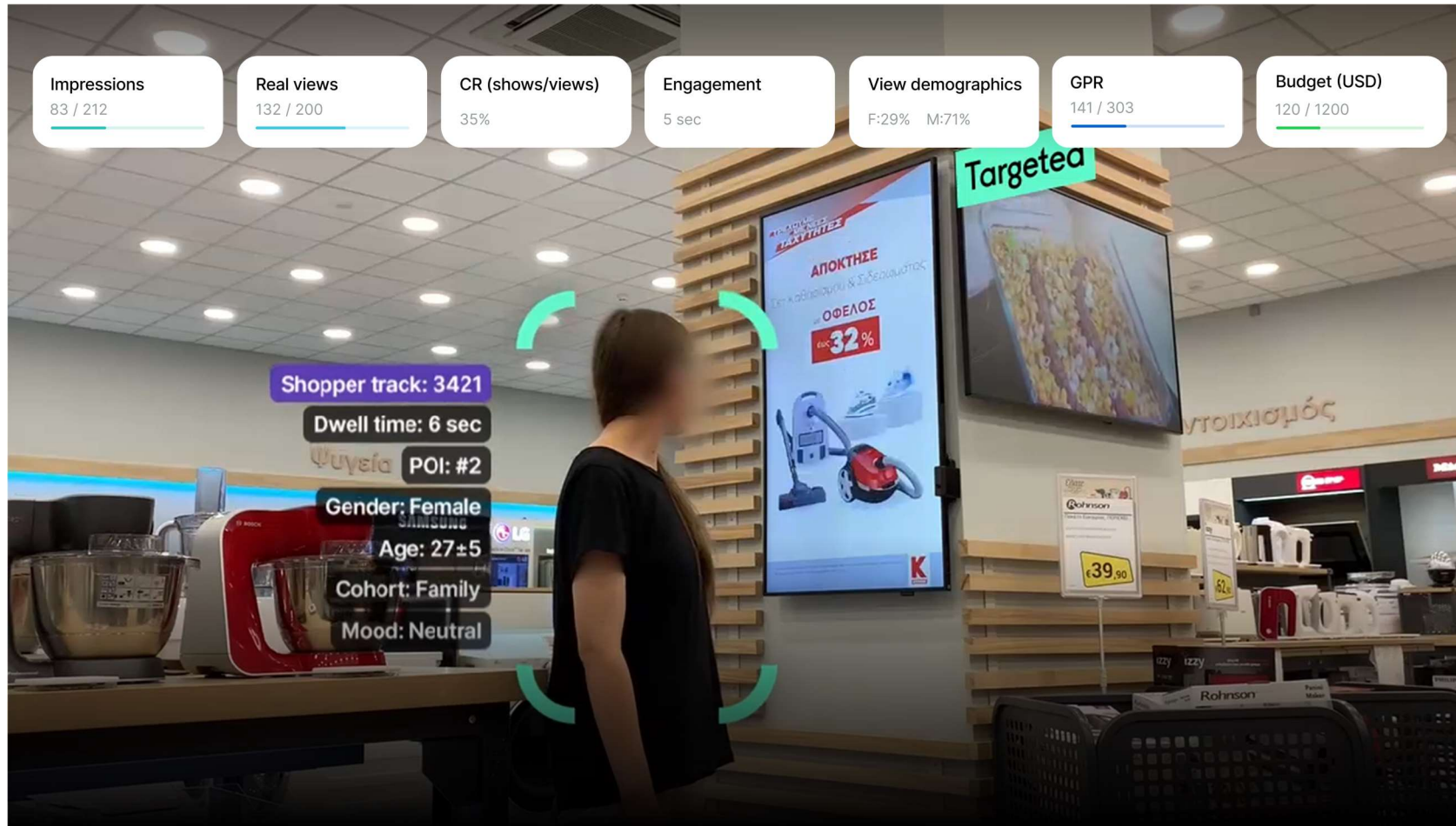


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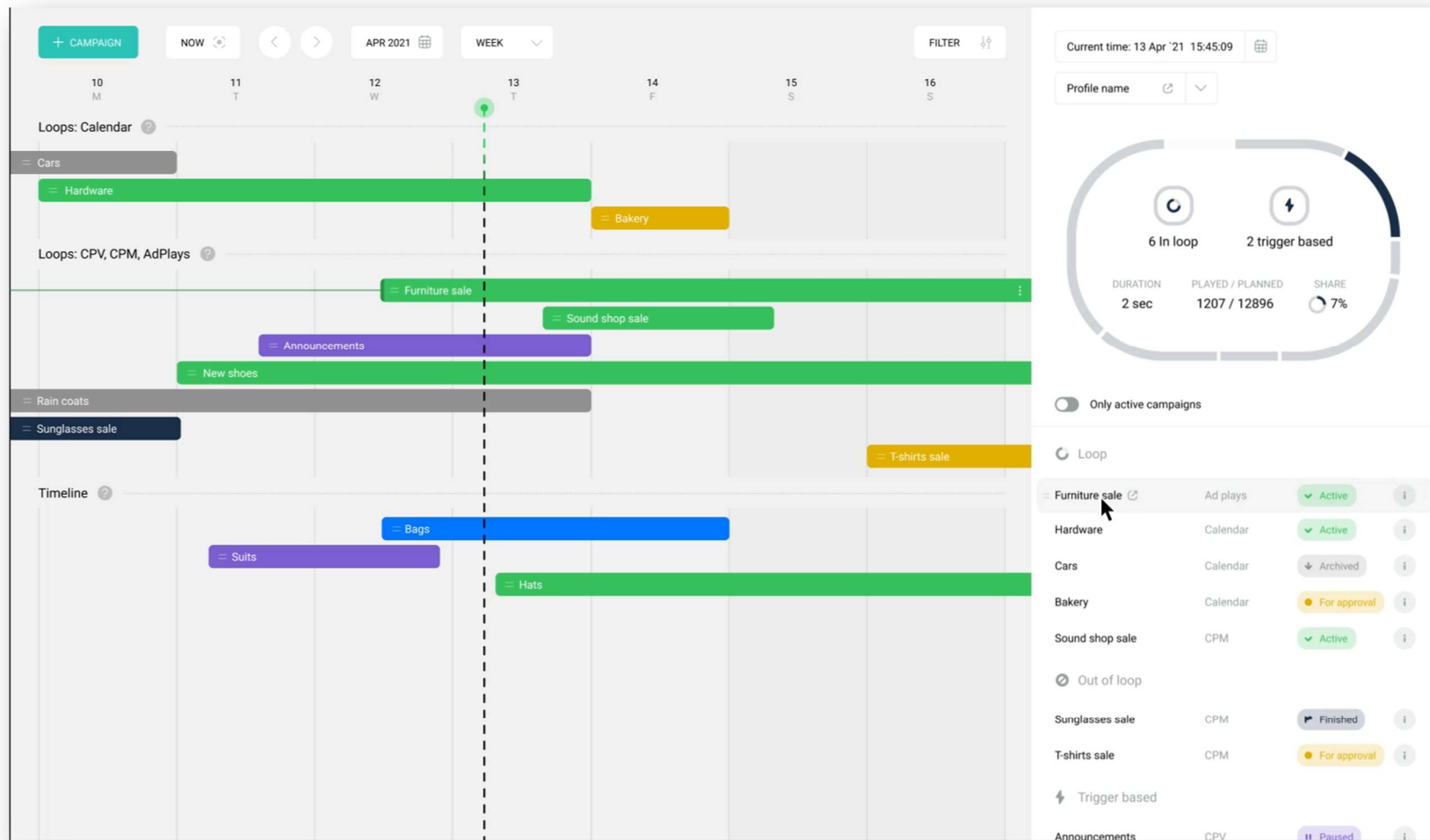
AI-based view and engagement detection



Ai View detection-based performance metrics



Smart planning with cycles and timelines

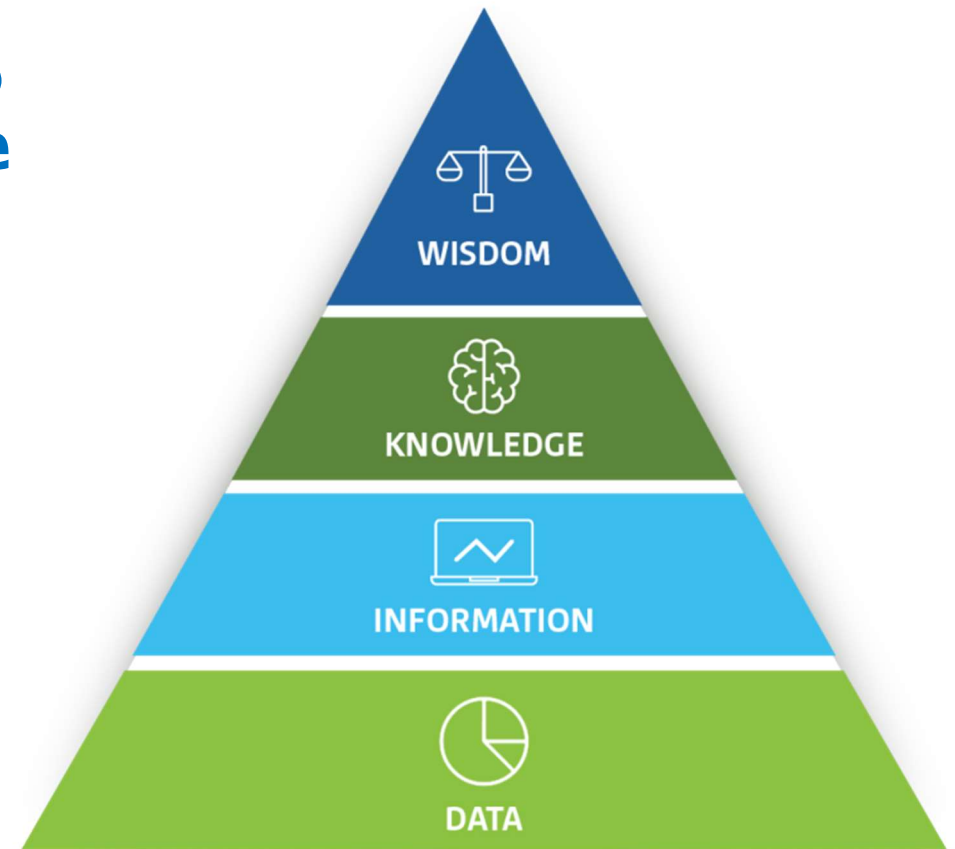


Data Analysis



Data Analytics Pyramid

- **From raw data at the base to actionable intelligence at the peak.**
- **Leverage AI to power your analytics journey.**
- **Transforming information into a strategic advantage.**



Data Analytics Tools

- **Chat GPT4, Data Analyst**
- **MS Excel integration with Ai tools**
- **Data collection and research from Google Bard**
- **Guidance on MS Excel formula and VBA programming**
- **MS Power BI visualization**



Case Study



You



IMS OCT MAT Sheet.xlsx
Spreadsheet

What's the best product matching with niche market criteria?



Data Analyst

To find the best product matching with niche market criteria from the uploaded Excel file, I'll first need to examine the data contained within the file. I'll look at the structure of the spreadsheet, including the types of data it contains, such as product names, categories, sales figures, customer demographics, or any other relevant information that could help identify a product that fits a niche market.

Let's start by opening the file and taking a quick look at its contents. I'll summarize the key points and suggest how we can identify the best product for a niche market based on the available data.

The Excel file contains a single sheet named "MAT". I'll proceed by loading the data from this sheet to review its content and structure. This will help us understand what information we have and how we might identify the best product for a niche market. [-]



Defining Terms

The "MAT" sheet contains a variety of columns, including:

- **Channel:** Distribution channel (e.g., Retail)
- **ATC4:** Classification or category of the product
- **Product:** Product name
- **Pack:** Packaging information
- **MAT Oct 2019*:** Metrics from October 2019, such as Units, Units Growth % PY (Previous Year), Units Market Share, CAGR Units Period(4), LC Value (Local Currency Value), LC Value Growth % PY, and more. Similar metrics are repeated for October 2023.

The first row after the header seems to describe the metrics for each column rather than being actual data, and there's a "Grand Total" row following it, which sums up certain metrics.

Given this structure, it appears we have sales units, growth percentages, market share, and value data for various products over a specified period. To identify the best product matching niche market criteria, we might consider products with high growth rates, unique categories, or specific channels indicating a specialized market focus.



Defining “Niche Market”

Could you specify what criteria you're interested in for defining a "niche market"? For example, are we looking for products in specific categories with high growth rates, or are we focusing on products with a certain market share size indicating they serve a specialized segment? [>-]



You

niche market is the market with large size in value and low number of competitors in the same category.



Defining Methodology



Data Analyst

To identify products that fit into a niche market based on your criteria—large market size in value and a low number of competitors within the same category—we'll focus on the following steps:

1. **Filter and Group Data by Category:** We'll look at the categories (ATC4) to assess the market size in value and the number of products (competitors) within each category.
2. **Calculate Market Size in Value:** We'll sum up the LC Value (Local Currency Value) for each category for the most recent year available (2023) to identify categories with large market sizes.
3. **Count Number of Products per Category:** This helps us find categories with a low number of competing products, indicating less competition.
4. **Identify High-Value, Low-Competition Categories:** Categories with large total values and fewer products will be considered niche markets.
5. **Select Best Product(s) within Niche Categories:** Within those identified niche categories, we will look for the product(s) with the highest value or other significant metrics indicating their success or dominance in the niche.

Let's begin by calculating the total LC Value for each category in 2023 and counting the number of products in each category to find those that match the niche market criteria.



Result

Based on the criteria for identifying niche markets—categories with a large total market size in value and a low number of competing products—we've identified several categories that fit this description:

1. **B01B2 FRACTIONATED HEPARINS:** Total LC Value of 900,890,560 with 4 products.
2. **A10S0 GLP-1 AGONIST A-DIABS:** Total LC Value of 830,246,066 with 5 products.
3. **A10C5 H INSUL+ANA LONG ACT:** Total LC Value of 606,479,198 with 4 products.
4. **H02B0 COMB CORTICOSTEROIDS:** Total LC Value of 421,412,001 with 7 products.
5. **C09D9 AT2 ANTG COMB OTH DRUGS:** Total LC Value of 368,312,032 with 1 product.
6. **N06E0 NEUROTONICS/OTHER MIS.PRO:** Total LC Value of 365,555,915 with 6 products.
7. **L01G5 MAB A-NEOPLAS PD-1/PD-L1:** Total LC Value of 353,854,188 with 5 products.
8. **L01H5 PKI A-NEOPLASTIC CDK 4/6:** Total LC Value of 300,796,101 with 3 products.

These categories represent niche markets with significant market value and relatively few competitors, suggesting they might offer favorable conditions for products that can meet the specific needs of these markets.



Request for Recommendation



You

Which's the best market category to penetrate for best value market share, assuming equal market shares in this category?

< 1 / 2 >



Data Analyst

To determine the best market category to penetrate for the best value market share, assuming equal market shares among the products in a category, we'll consider the total market value (LC Value) of each niche category identified and the number of products within those categories. The idea is to find a category where, given an equal distribution of market share among all products, a new entrant could potentially gain a significant share of a high-value market.

The value of market share for a new entrant, assuming equal shares among all products (including the new entrant), can be calculated as the total category value divided by the number of existing products plus one (for the new entrant). We aim to find the category where this potential share is highest, indicating a lucrative opportunity for a new product.

Let's calculate this potential value of market share for each niche category identified and determine which category offers the highest value for a new entrant under these assumptions.



Final Results

Based on the potential value per product calculation for a new entrant, here are the niche categories ranked by the potential market share value a new product could capture, assuming market shares are distributed equally among competitors:

1. **C09D9 AT2 ANTG COMB OTH DRUGS**: Potential Value Per Product of approximately 184.16 million. With only 1 existing product, this category offers the highest potential value for a new entrant.
2. **B01B2 FRACTIONATED HEPARINS**: Potential Value Per Product of approximately 180.18 million. This category has 4 existing products and represents a significant opportunity.
3. **A10S0 GLP-1 AGONIST A-DIABS**: Potential Value Per Product of approximately 138.37 million, with 5 products currently in the market.
4. **A10C5 H INSUL+ANA LONG ACT**: Potential Value Per Product of approximately 121.30 million, with 4 products in the market.
5. **L01H5 PKI A-NEOPLASTIC CDK 4/6**: Potential Value Per Product of approximately 75.20 million, with 3 existing products.
6. **L01G5 MAB A-NEOPLAS PD-1/PD-L1**: Potential Value Per Product of approximately 58.98 million, with 5 products in the category.
7. **H02B0 COMB CORTICOSTEROIDS**: Potential Value Per Product of approximately 52.68 million, with the highest competition of 7 products.
8. **N06E0 NEUROTONICS/OTHER MIS.PRO**: Potential Value Per Product of approximately 52.22 million, with 6 products in the market.

Given these results, the **C09D9 AT2 ANTG COMB OTH DRUGS** category stands out as the best market category to penetrate for the best value market share, assuming an equal share of the market upon entry. This category not only offers the highest potential value per product but also has the lowest competition, with only one existing product. [↗]



Ai Programming



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Ai Programming

- **Customized Chatbots**
- **E-Commerce Personalization**
- **Zapier Automation**
- **Programming Languages**
in HTML, Python, Java, JavaScript, and C++



Contact

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