

113th Marketing Club

32nd Cairo. 75th Business Club

Successful OTC & OTX Marketing

Tuesday 24-10-2023

9 PM EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Mahmoud Hamed

Senior Product Manager





اللهم إنا نستودعك القدس

وأهلها. وأمنها وأمانها. وليلها ونهارها. ورجالها ونساءها.

وشبابها وأطفالها. يا من لا تضيع عنده الودائع

A Launch trip of OTC/OTX product

A Case Study of Predapox

BY: MAHMOUD M. HAMED

SENIOR PRODUCT MANAGER





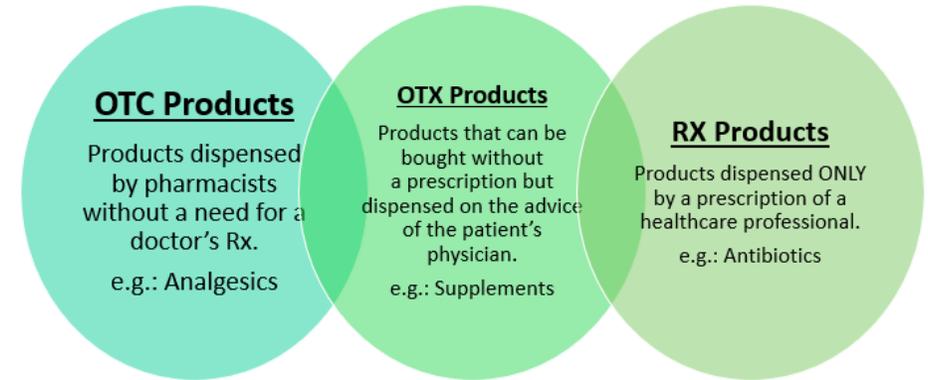
OTX
New Aspect in OTC market

BY: MAHMOUD M. HAMED

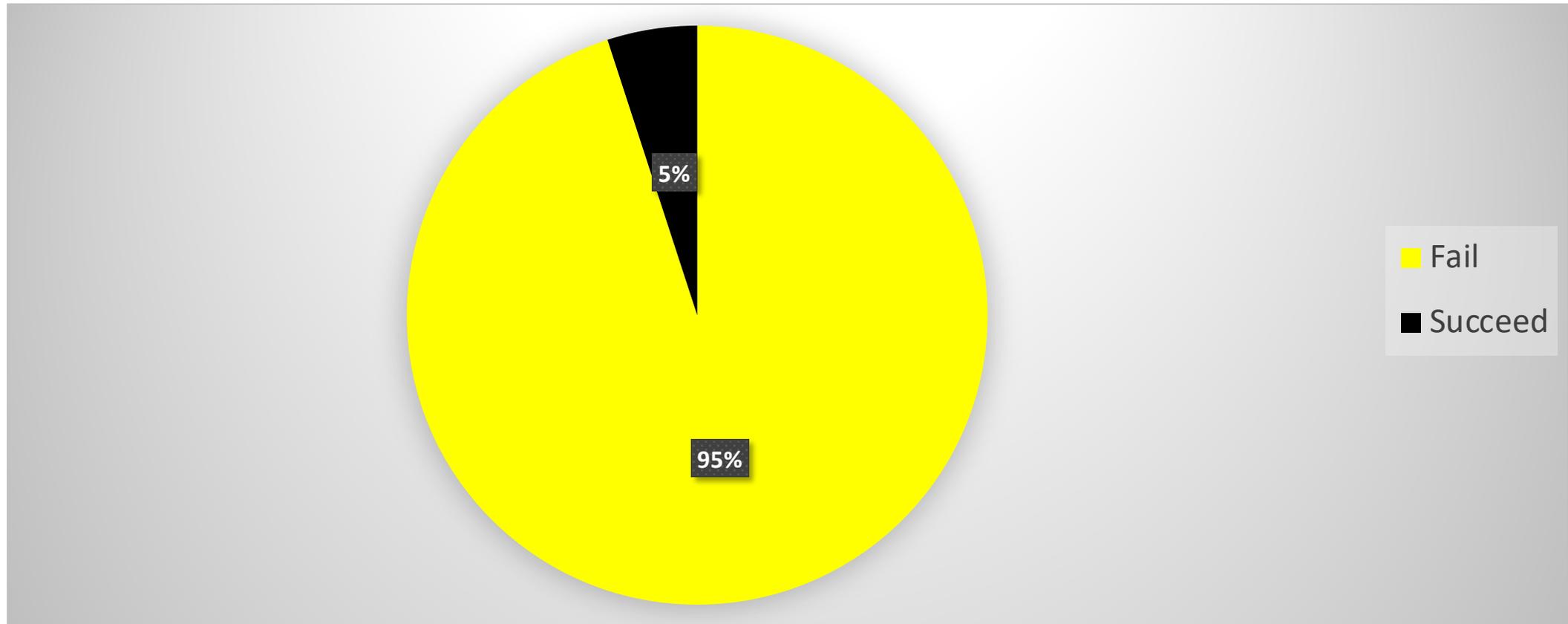
The slide features a background image of numerous white pills. A small circular logo with the letters 'MH' is in the top left corner. The text is centered and overlaid on the image.



OTC Vs. OTX Vs. Rx



How many products launch find success?? (1)



How many
products launch
find success??
(1)

Nearly 30,000 new products are introduced each year, and 95% of them fail according to Clayton Christensen, a professor at Harvard Business School.

And no business is immune to this harrowing statistic, which includes misfires from companies like Google, Coca-Cola, and Colgate.



How do you measure the success of your new product launch?

1. Product-market fit
2. Revenue and profitability
3. Customer acquisition and retention
4. Innovation and differentiation
5. User experience and feedback
6. Learning and improvement





Why Most Product Launches Fail? (2)

FLAW 1: THE COMPANY CAN'T SUPPORT FAST GROWTH.



Why Most Product Launches Fail?

- **Flaw 2: The product falls short of claims and gets bashed.**
e.g.: Vista.



Windows Vista





Why Most Product Launches Fail?

- **Flaw 3: The new item exists in “product limbo.”** e.g.: Coca-Cola C2



Why Most Product Launches Fail?

- **Flaw 4: The product defines a new category and requires substantial consumer education—but doesn't get it. e.g.: P&G Refresher.**



Why Most Product Launches Fail?

- **Flaw 5: The product is revolutionary, but there's no market for it.** e.g.: don't gloss over (This product sold to whom and on what price?).



12 Product Launch Success Strategies (3)

1. Establish A Product Launch Plan.
2. Perform Market Research.
3. Identify Your Target Market.
4. Identify Your Competitors.
5. Develop A Marketing Strategy.
6. Plan Your Budget.



12 Product Launch Success Strategies (3)

7. Set Measurable Goals And Benchmarks.
8. Perform Extensive Product Testing
9. See What Worked—And Didn't Work—For Other Companies.
10. Measure The Success Of Your Product Launch
11. Support Your Team.
12. Prepare To Overcome Product Launch Hurdles.





Success cases





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FOR TREATMENT COUGH AND
COLD SYMPTOMS FOR MORE
THAN 50 YEARS.





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CENTRUM® IS THE MOST DOCTOR- AND PHARMACIST-RECOMMENDED MULTIVITAMIN BRAND IN 86 COUNTRIES.





Doliprane

NOVALDEL CHANGING
THE NAME TO
(DOLIPRANE)

A Real Case Study



Pre-Launch Steps



Reading the market attractiveness.



IMS Analysis for the market.



Market Surveys.

Predapox

Dapoxetine 30 mg



Better to be Late

Indications:

- ✓ Premature Ejaculation

Dosage:

The recommended starting dose for all patients is 30mg, taken as needed approximately 1 to 3 hours prior to sexual activity.

Treatment with **Dapoxetine** should not be initiated with the 60mg dose.

Why **Predapox**?

- ✓ The only approved molecule for PE*
- ✓ The recommended dose to start is **30 mg**
- ✓ From The makers of **EREC**



PE: premature ejaculation



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Predapox

Dapoxetine 30 mg



Better to be Late

From the Makers of **EREC**



For Healthcare Professionals

The Only Approved Molecule for Premature Ejaculation



Predapox

Dapoxetine 30 mg



Better to be Late

PREMATURE EJACULATION¹

33%



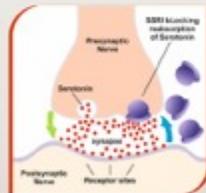
1 out of 3 men experiences PE* at some time in their lives.



1.8 minutes

The average amount of time a man suffering from premature ejaculation lasts, after sexual stimulation begins.

Dapoxetine is a potent selective serotonin reuptake inhibitor (SSRI). The mechanism of action of dapoxetine in premature ejaculation is presumed to be linked to the inhibition of neuronal reuptake of serotonin and the subsequent potentiation of the neurotransmitter's action at pre- and postsynaptic receptors.¹



Unlike other SSRIs, dapoxetine is absorbed and eliminated rapidly from the body.¹

Its fast acting property makes it suitable for the treatment of PE but not as an antidepressant.¹

¹ Lancet 2005; 366: 935-47. Jia L, Poyu et al
*PE: premature ejaculation

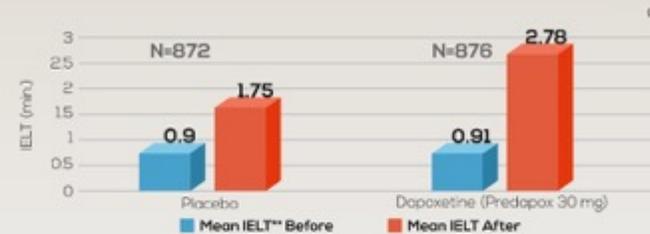


Predapox

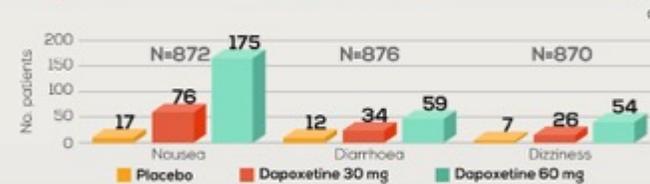
Dapoxetine 30 mg



Better to be Late



Predapox (Dapoxetine 30 mg) increases the IELT 3 times the normal time.²



The recommended starting dose is **30 mg**, 1-3 h before intercourse, regardless of meal intake.²
Treatment with **Dapoxetine** should not be initiated with the 60 mg dose.²

² Lancet 2005; 366: 935-47. Jia L, Poyu et al
**IELT: Intraejaculatory Latency Time



Predapox
Dapoxetine 30 mg



بريدابوكس
دابوكستين ٣٠ مجم

33%

مشكلة سرعة القذف عند الرجال يعاني منها حوالي ٢٣٪ من الرجال من سن ١٨-٦٤ عام وهي قذف المنب أسرع مما يجب، في وقت أقل من دقيقتين من بدأ الجماع
1 out of 3 men experiences PE* at some time in their lives.



باستخدام بريدابوكس (دابوكستين) ٣٠ مجم، يزيد وقت القذف ثلاثة أضعاف
Using Predapox 30 mg (Dapoxetine) increases IELT 3 Times



الجرعة الموصى بها للبدء هي ٣٠ مجم، تؤخذ قبل بدأ الجماع بـ (٣-١) ساعات
The Recommended dose is 30 mg 1-3 hrs before mating³

1, 2, 3 Lancet 2005, 366: 539-47; Jee L, Poyar et al
* PE: Premature Ejaculation
** IELT: Intraejaculatory latency times (min) (mean)



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Predapox
Dapoxetine 30 mg



Better to be Late

From the Makers of **EREC**



بريدابوكس
دابوكستين ٣٠ مجم

في التأنج السعادة

من صانعي **إريك**



The Only Approved Molecule for Premature Ejaculation
العادة الوحيدة المعصرح به عالميا لعلاج سرعة القذف



بريد ابوكس

دابوكستين ٣٠ مجم



في التاني السعادة

بريد ابوكس

دابوكستين ٣٠ مجم



في التاني السعادة



INSIDE THIS NEWS LETTER

PG. 2

Daily Sales

PG. 3

Daily Activities in pharmacies

PG. 4

Best Performers



PREDAPOX NEWSLETTER

1 SEPTEMBER

DAILY ACTIVITIES ON PREDAPOX

As we reached this step in our Launching for our new pillar (Predapox *), we need to have better look daily and to monitor very closely.

The total offers we did till end of August **190 offers**.

Our total sales reached above **10,000 packs**.



BEST PERFORMANCE

TILL END AUG BEST PERFORMERS

Zaki Nasr (Best DM)

44 offers

Mostafa Noman (10 offers)

Maged Hosny (10 offers)

Hesham Sayed (7 offers)

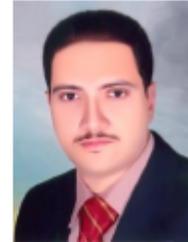
Michael Helmy (12 offers)

Mohamed Ramadan (5 offers)



Ramy Noshy (Assiut) Best M REP

16 offers



The top drug launches since 2017 (4)



The top drug launches since 2017



- **Mavyret**

Company: AbbVie

Disease: Hepatitis C

Approved: Aug. 3, 2017

Sales, first four full quarters: \$3.01 billion

- Adv: 8-week treatment, whereas the others cure the disease in 12 weeks.
- Price was \$26,400 per course, while both Vosevi and Epclusa cost \$74,760 for the full 12-week treatment.
- Direct-to-consumer campaign called “Face the Cure,” actors who portray patients repeated the phrase “in only 8 weeks,” emphasizing Mavyret’s short time to cure.

The top drug launches since 2017



- **Biktarvy**

Company: Gilead Sciences

Disease: HIV

Approved: Feb. 7, 2018

First four full quarters sales: \$1.94 billion

- Biktarvy comes in a small package.
- Taking a smaller pill could lighten some psychological burden on patients, but that advantage itself doesn't explain Biktarvy's success so far.

The top drug launches since 2017



- **Ocrevus**
Company: Roche
Disease: Multiple sclerosis
Approved: March 28, 2017
First four full quarters sales: CHF 1.35 billion (\$1.38 billion)
- Pricing Ocrevus at a 25% discount to Merck KGaA's Rebif—a drug it had beat in head-to-head clinical trials in relapsing MS—and an average 20% discount to other MS rivals.

The top drug launches since 2017



- **Shingrix**

Company: GlaxoSmithKline

Disease: Shingles

Approved: Oct. 13, 2017 (Canada); Oct. 23, 2017 (U.S.)

First four full quarters sales: £784 million (\$999 million)

- **Age:** 50 and above.

The top drug launches since 2017

- **Spinraza**

Company: Biogen and Ionis

Disease: spinal muscular atrophy

Approved: Dec. 23, 2016

First four full quarters sales: \$884 million

- the promise of a potential cure with just one injection



The top drug launches since 2017



○ Skyrizi

Company: AbbVie and Boehringer Ingelheim

Disease: plaque psoriasis and more

Approved: March 26, 2019 (Japan), April 23, 2019 (U.S.)

First 11 months of sales: \$655 million

○ it launched TV ads for Skyrizi, called “Nothing is Everything,”

The top drug launches since 2017



- **Zolgensma**
Company: Novartis
Disease: spinal muscular atrophy
Approved: May 24, 2019
First 10 months of sales: \$531 million
- Novartis had a price tag of up to \$5 million, even though the final cost came in way at \$2.125 million for the one-time therapy.
- it still ranks as the world's most expensive treatment.

The top drug launches since 2017



- **Ozempic**
Company: Novo Nordisk
Disease: Type 2 diabetes
Approved: Dec. 5, 2017
First four full quarters sales: DKK 3.15 billion (\$508 million)
- Novo prepared with a mountain of clinical data, compared not just to placebo, to Merck DPP-4 inhibitor Januvia, AstraZeneca's once-weekly GLP-1 drug Bydureon and Trulicity.
- DTC marketing investment reached \$160.5 million.

The top drug launches since 2017



- **Dupixent**

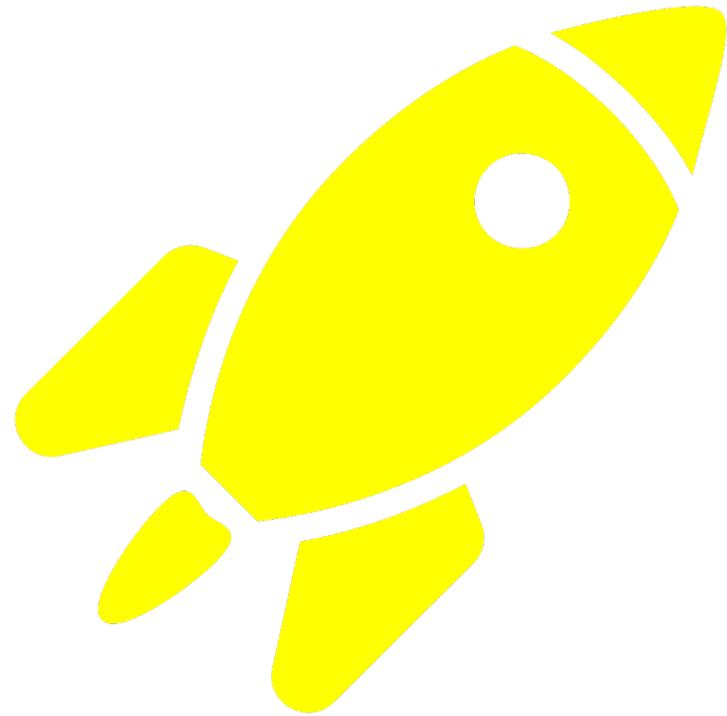
Company: Sanofi and Regeneron

Disease: atopic dermatitis, asthma and chronic rhinosinusitis with nasal polyposis

Approved: March 28, 2017

First four full quarters sales: \$387 million

- They unveiled an awareness TV ad called “Eczema Exposed.”



40 Ways to Crash a Product Launch

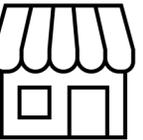
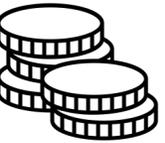
(5)



40 Ways to Crash a Product Launch

A. Pre-Launch Phase:

1. No market research on the product or the market has been done.
2. Most of the budget was used to create the product; little is left for launching, marketing, and selling it.
3. The product is interesting but lacks a precise market
4. The products key differentiators and advantages are not easily articulated.





40 Ways to Crash a Product Launch

A. Pre-Launch Phase

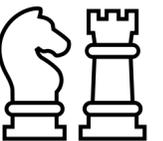
5. The product defines a new category, so consumers or customers will need considerable education before it can be sold.



6. The sales force doesn't believe in the product and isn't committed to selling it.



7. Because the target audience is unclear, the marketing campaign is unfocused.

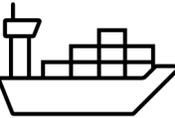




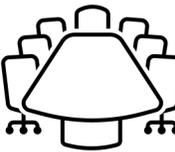
40 Ways to Crash a Product Launch

A. Pre-Launch Phase:

8. Distribution takes longer than expected and lags behind the launch.



9. Sales channels are not educated about the product and thus slow to put it on shelves.



10. The product lacks formal independent testing to support claims.





40 Ways to Crash a Product Launch

A. Pre-Launch Phase:

11. The marketing campaign is developed in-house by the manufacturer and lacks objectivity.



12. The product is untested by consumers; only the company can assert its benefits.



13. The website is the primary place to order, but the product description is unclear, and the site isn't fully functional.





40 Ways to Crash a Product Launch

B. Launch Phase:

14. The product is launched too hastily and doesn't work reliably.



15. The launch is aimed at the wrong target audience.



16. Supplies of the product are insufficient to satisfy orders.



17. The product is launched too late for its key selling season.

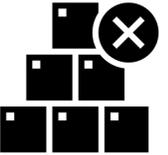




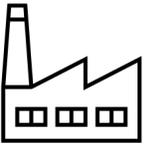
40 Ways to Crash a Product Launch

B. Launch Phase

18. The product doesn't fit into any key selling season.



19. The manufacturer's claims can't be backed up.



20. A governing body (the FTC, the FDA) pulls the product, citing false claims.





40 Ways to Crash a Product Launch

B. Launch Phase:

21. The product is given a limited trial at retail but without public relations, marketing, or promotion to turn.



22. The product is launched without influencers to promote its efficacy.



23. The launch budget is insufficient to pull the product off the shelf.





40 Ways to Crash a Product Launch

B. Launch Phase

24. The product has no trained spokesperson to educate the media.



25. Management launches the marketing campaign before distribution is complete.



26. Management has promised the board and stockholders an instant hit without considering how much time is needed to educate consumers about the product.





40 Ways to Crash a Product Launch

B. Launch Phase:

27. The ad campaign is untested and ineffective.



28. The launch campaign depends solely on PR to sell the product.



29. The company spends the entire marketing/advertising budget at launch, so no funds are left to sustain the campaign



30. Company executives underestimate the value of Twitter and Facebook.





40 Ways to Crash a Product Launch

B. Launch Phase

31. Retailers are given no incentives to feature the product.



32. All marketing budget goes to advertising and public relations, none to social media.



33. Line extensions aren't test-marketed as thoroughly as the original product, so they fail.





40 Ways to Crash a Product Launch

B. Launch Phase:

34. The product is launched to capitalize on a fad that soon fizzles.



35. The product design is unique but confuses consumers, who don't understand how the product works.



36. The spokesperson is a bad fit with the product, creating a discordant message.





40 Ways to Crash a Product Launch

B. Launch Phase:

37. The product is priced too high for mass adoption.



38. Consumers are unclear about what demographic the product is geared toward.



39. The product is manufactured offshore; quality control issues result in negative consumer feedback and product returns.



40. The ad campaign is launched before the sales force is fully briefed, so customers know more than salespeople about the product.



Sources

1. Clayton Christensen, a professor at Harvard Business School.
2. Harvard Business Review
3. The Product Manager by Hanna Clark.
4. fiercepharma.com/special-report/top-10-drug-launches-since-2017
5. Why Most Product Launches Fail by Joan Schneider and Julie Hall.



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