

#81<sup>st</sup> Marketing Club 21<sup>st</sup> Cairo

# Public Relations Management in Pharma

Tuesday 7-3-2023

10 PM EGY 10 PM KSA 11 PM UAE

FOUNDER & HOST

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INSTRUCTOR

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Regional Brand Manager  
Jamjoom pharma



# ROLE OF **PUBLIC RELATIONS**

In Pharmaceutical Industry

Ahmed Saleh, Marketing Consultant



# The Evolving World of Pharma Marketing





أسواق المال بنوك ومؤسسات مالية

بق مبيعات تقترب من 10



بالتعاون مع جمعية الجراحين المصرية..  
"فاركو" تساهم في توعية الأطباء بتدشين أول دليل إرشادي  
للجراحات الأكثر شيوعا

الأحد، 06 مارس 2022 04:44 م



فاركو تساهم في توعية الأطباء بأول دليل إرشادي للجراحات الأكثر شيوعا



مصراوي الأربعاء 23 مارس 2022

الرئيسية < لايف ستايل < نصائح الجمال  
"أوركيديا" تتوسع في القطاع الطبي ال  
بمستحضرات التجميل العلاجية والمكمل

03:50 م | الخميس 22 أبريل 2021



**2 Ad videos**  
**check the meeting video on Youtube channel**  
**Marketing Club Middle East**





**one program video**  
**check the meeting video on Youtube channel**  
**Marketing Club Middle East**



**One press conference video  
check the meeting video on Youtube channel  
Marketing Club Middle East**



# WHY BRANDING

IS IMPORTANT ?



# Branding in the Pharmaceutical industry

Pharmaceutical industry takes long-term brand building very seriously because of the characteristics of the industry.

Access to information about products been restricted to doctors and healthcare professionals only.



90% of global pharmaceuticals revenue

- The prescription-only medicine (Rx) sector.
- Highly regulated and subject to government and political intervention.



# BRAND



- **A POWERFUL BRAND**

That attracts customer is one of the greatest sources of wealth for a business, by its ability to secure, through customer commitment, more predictable cash flows.

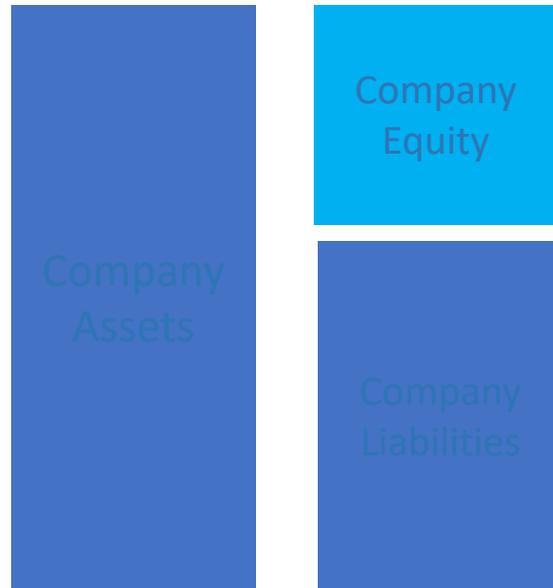
- **Branding** has now become a management tool it is now possible to measure the value creation performance of brands within a given portfolio.

- **Successful Brands**

deliver enhanced shareholder value and add significantly to the worth of the business.

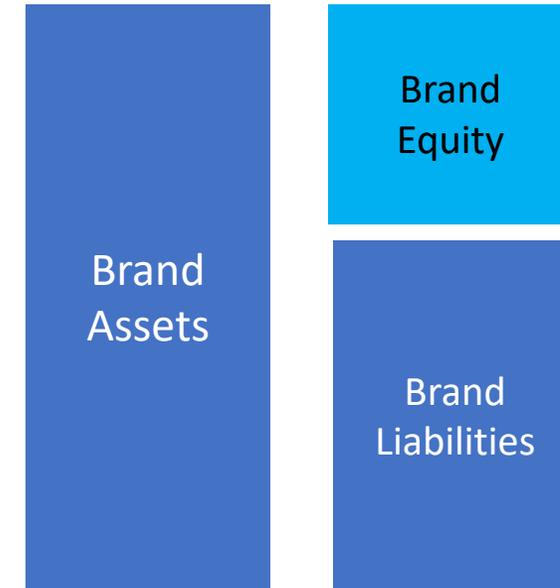


## Company Balance Sheet



**Owners' Equity =  
Company Assets – Company Liabilities**

## Brand Balance Sheet



**Brand Equity =  
Brand Assets – Brand Liabilities**





## Brand Assets

1. Brand Awareness
2. Emotional Connectedness
3. Brand Loyalty
4. Product Line Extension
5. Price Premium

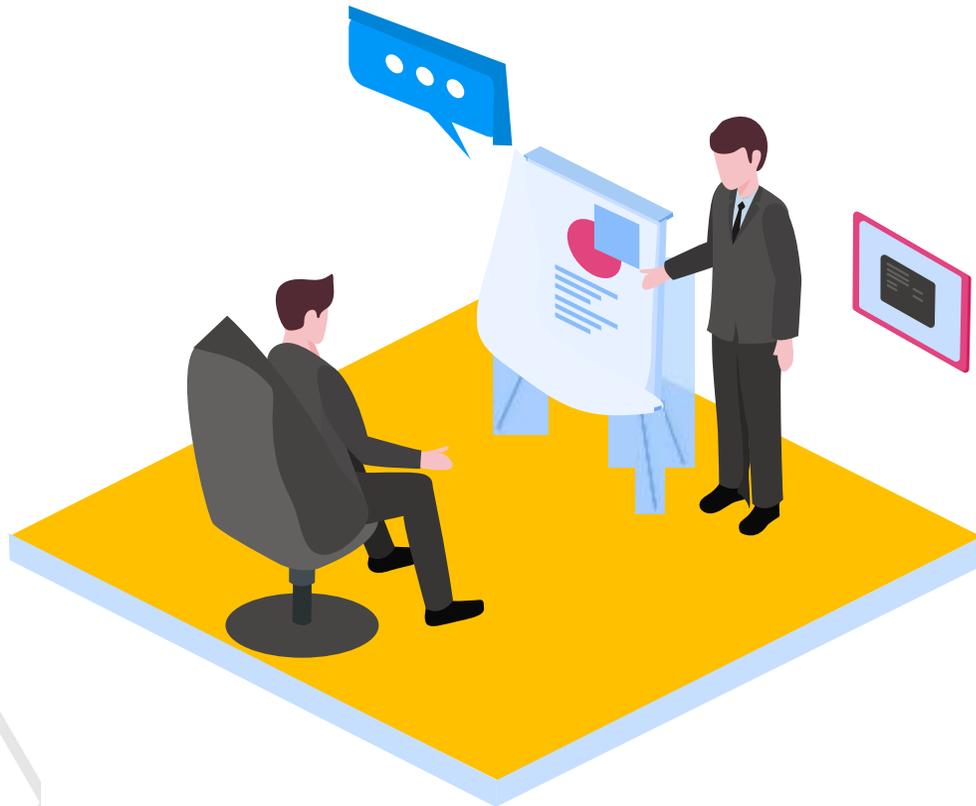
## Brand Liabilities

1. Customer Dissatisfaction.
2. Product or service failures
3. Questionable Practice
4. Poor Record on Social Issues.
5. Negative Associations



# A POWERFUL BRAND

PROVIDES



The platform to build a relationship with customers on an individual basis



Significant competitive differentiation



Cross the borders of countries and markets





# A Powerful Brand Provides



- The platform to build a relationship with customers on an individual basis.
- Pharmaceutical manufacturers whose brands enjoy 'must have' status with health authorities, prescribers and healthcare professionals can enjoy similar advantages.
- The rise of DTC advertising and the ubiquity of the Internet can help brand owners create such a relationship .



# A Powerful Brand Provides

- Significant competitive differentiation,





The patent to Glaxo Wellcome's aciclovir has now expired. As a result, topical Zovirax, Glaxo Wellcome's OTC variant for the treatment of cold sores, is starting to feel the effect of generic competition.

ZOVIRAX®





# A Powerful Brand Provides

- A powerful brand can cross the borders of countries and markets.
- Brands with broad-based appeal can provide cost-effective way of leveraging value for their owners, and a guarantee of consistency of satisfaction for their customers.
- In the pharmaceutical market, the opportunity to carry brand value over into new market sectors is becoming increasingly attractive with the growth of the OTC sector.



- Examples of brands that have managed the transition are
- Diflucan.
- Zovirax.
- Zantac.



# A Powerful Brand Provides

influence behavior and attitudes

since the introduction of Prozac in the late 1980s. Books have been written about the Prozac generation and this immensely successful brand has acquired almost iconic status, which should help it to withstand some of the worst ravages of the post-patent era.



# Nine P's Pharmaceutical Marketing

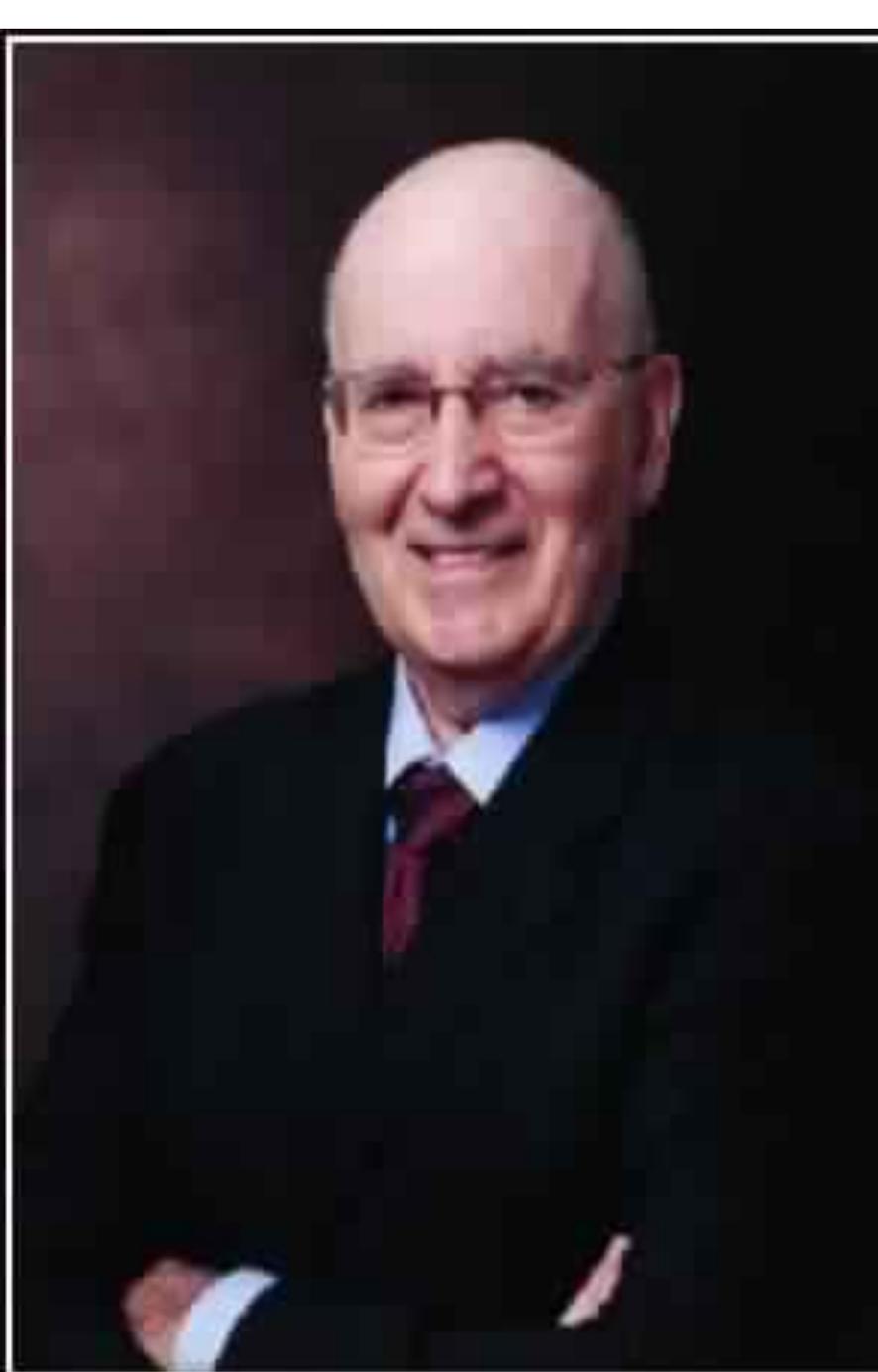




1. Product
2. Price
3. Place
4. Promotion
5. Personal Selling
6. Prescription
7. Policy
8. Power
9. Public Relations

# Nine P's of Pharmaceutical Marketing





Integrated marketing  
communications is a way of looking  
at the whole marketing process from  
the view point of the customer.

— Philip Kotler —

AZ QUOTES



## Integrated Marketing Communications

is an approach to promoting a message through multiple strategies that work together and reinforce one another.



# Marketing Communications Mix



The specific mix of

**Advertising**

**Personal Selling**

**Sales Promotion**

**Public Relations**



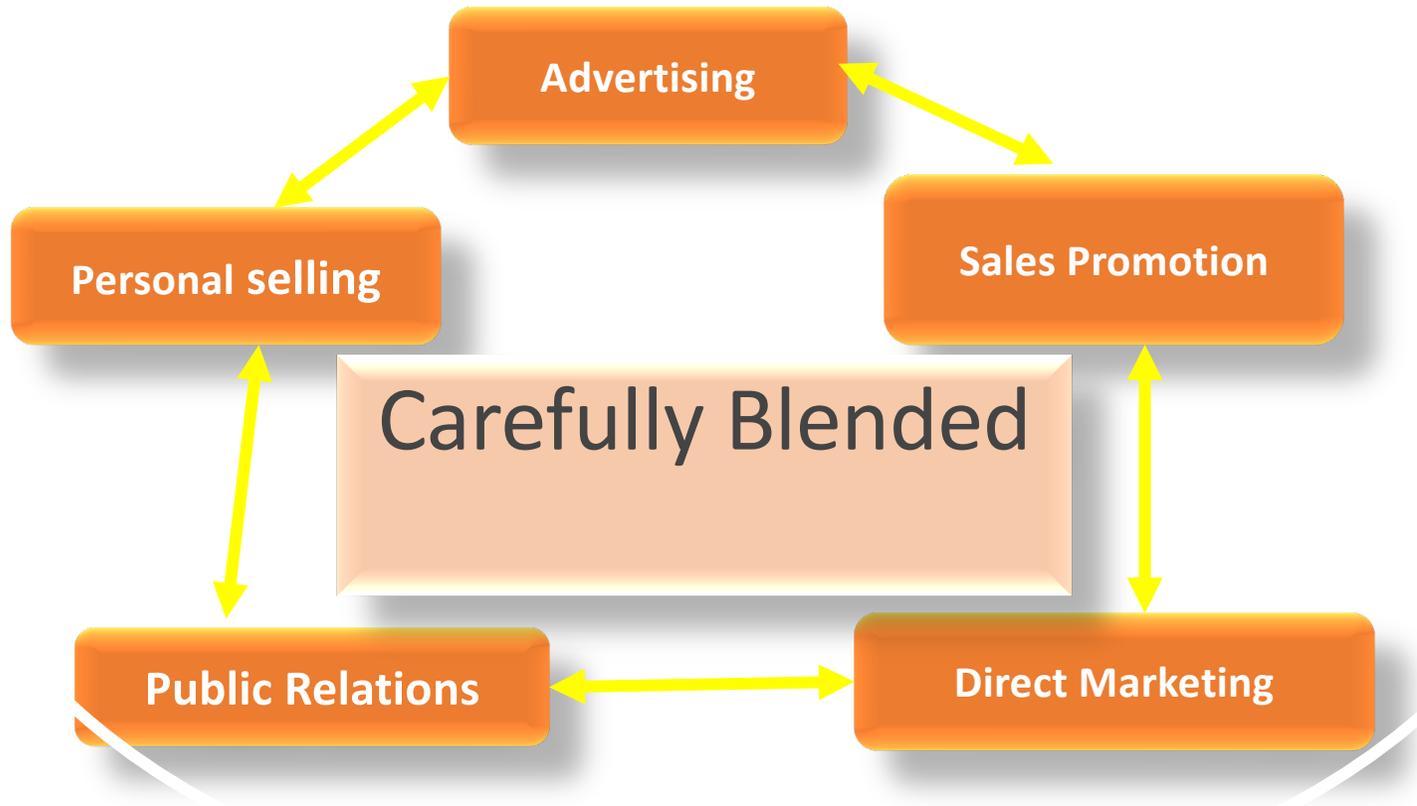


## Marketing Communications Elements



message

# Organization and its products





# Advertising



- Reaches Many Buyers.
- Repeats Message Many Times.
- Impersonal.
- Expensive.





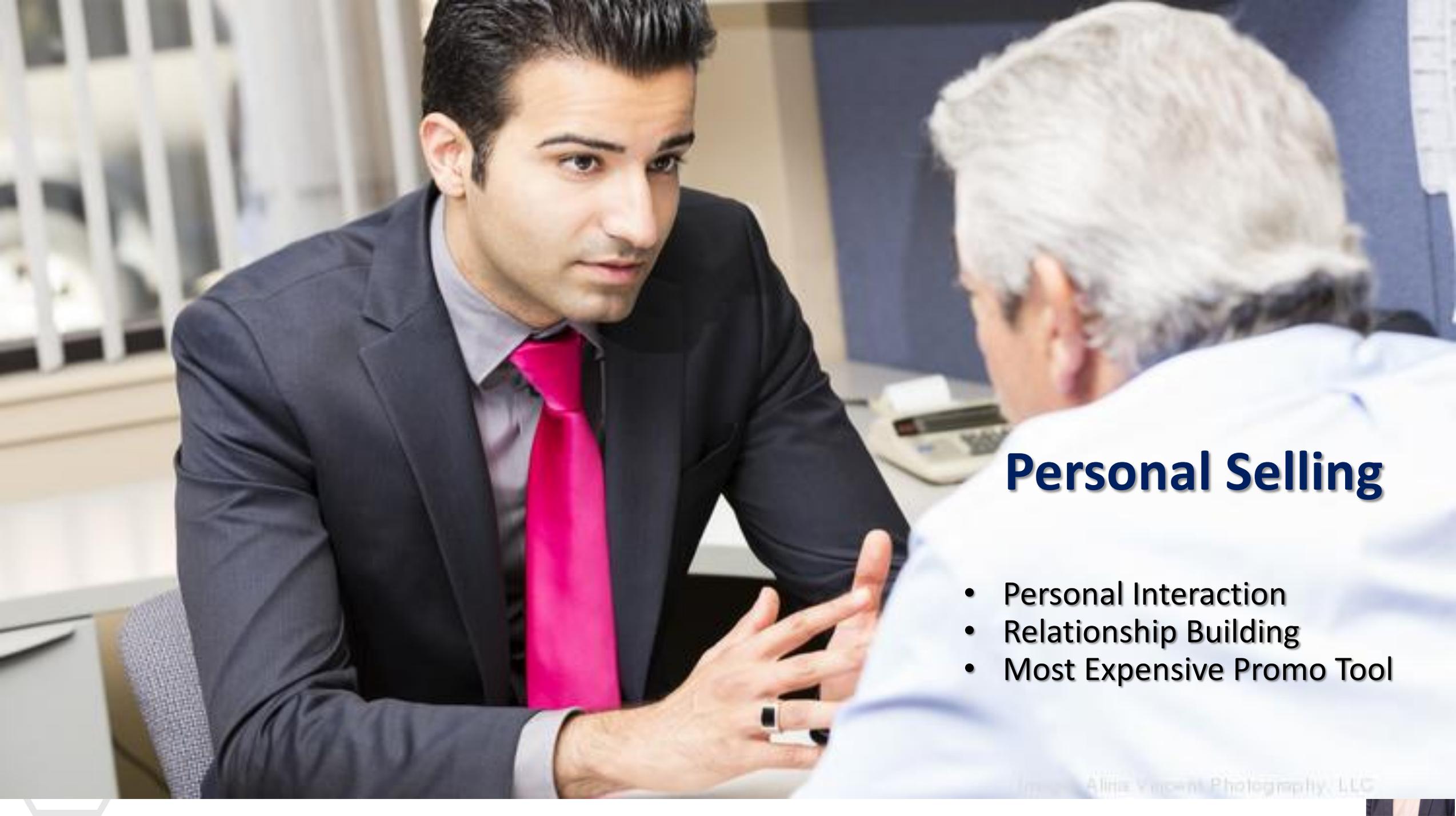
**One Brufen Ad video**  
**check the meeting video on Youtube channel**  
**Marketing Club Middle East**





**One Panadol Ad video**  
**check the meeting video on Youtube channel**  
**Marketing Club Middle East**





## Personal Selling

- Personal Interaction
- Relationship Building
- Most Expensive Promo Tool

# Direct Marketing



- **Nonpublic**
- **Immediate**
- **Customized**
- **Interactive**



- Wide Assortment of Tools & Rewards.
- Quick Response.
- Efforts Short-Lived.

متوفر الان بصيدلية د/خلود العمدة

Sales Promotion

جمالنا مهمتنا

Special Offers

1



2



3

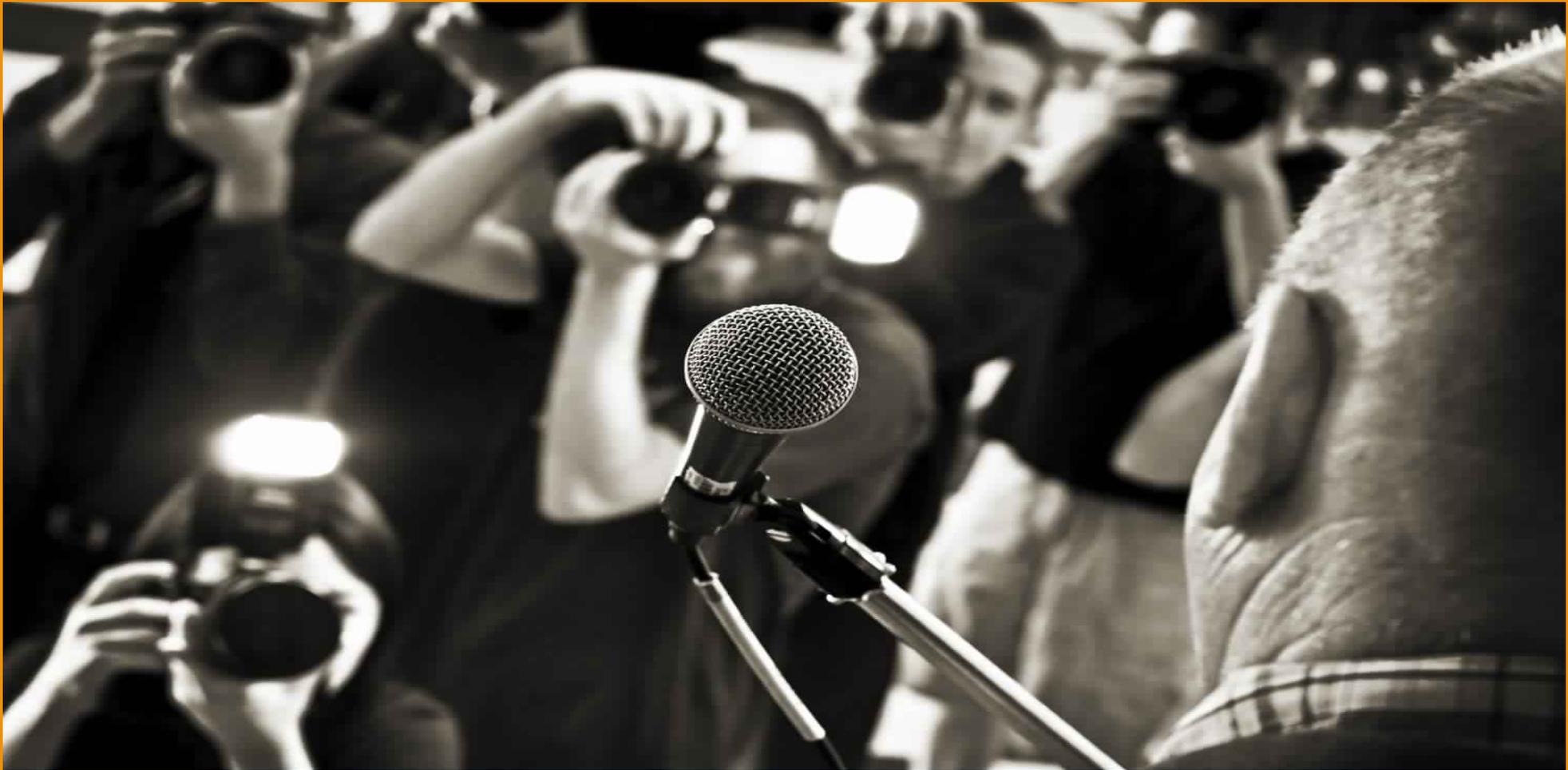


الروتين الصباحي للبشرة الدهنية



خدمة التوصيل للمنازل  
010 90 90 90 96





## PUBLIC RELATIONS

- Very Believable
- Dramatize a Company or Product.
- Under utilized

## The Traditional Definition of PR\*

The management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, and executes a program of action (and communication) to earn public understanding and acceptance.

\*the weekly newsletter of the industry



# PUBLIC RELATIONS

- Public relations is indeed a management function.
- The term management should be used in its broadest sense; it is not limited to business management but extends to other types of organizations, including nonprofit institutions.



# PUBLIC RELATIONS

In this definition, public relations requires a series of stages, including:

1. The determination and evaluation of public attitudes.
2. The identification of policies and procedures of an organization with a public interest.
3. The development and execution of a communications program designed to bring about public understanding and acceptance.





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# DIFFERENCE BETWEEN

---

- Advertising
- Public Relations
- Marketing

	Advertising	Public Relations	Marketing
Messages	<p><b>Mass Media outlet :</b></p> <ul style="list-style-type: none"> <li>• Radio</li> <li>• TV</li> <li>• Billboard</li> <li>• Internet</li> <li>• Print</li> </ul>	<p><b>Specific Tools:</b></p> <ul style="list-style-type: none"> <li>• Special events</li> <li>• Press conference</li> <li>• News Releases</li> <li>• Speeches</li> <li>• Social media</li> </ul>	<p><b>Branded Materials:</b></p> <ul style="list-style-type: none"> <li>• Brochure</li> <li>• Flyer</li> <li>• Banners</li> <li>• Catalog</li> <li>• Promo products</li> </ul>
Cost	<ul style="list-style-type: none"> <li>• Paid</li> <li>• Expensive</li> </ul>	low cost	<ul style="list-style-type: none"> <li>• Paid</li> <li>• Range of cost</li> </ul>
Audience	Consumers	Publics	Target Market
Support	Supports PR	Create and manage marketing and ad message	Support advertising
Function	Sell goods & services by promotion brands	To manage relationships between audience and brand by building and maintaining environments	To increase demand and interests by building and maintaining markets.
control	By organization	By both organization and media outlet	By organization



# Advantages

- Cost-effective way to reach the market.
- It achieves credibility.
- It supports advertising programs by making messages more credible.
- It circumvents consumer resistance to sales efforts.
- It can create influence among opinion leaders and Influencers.
- It can improve ROI.



# Disadvantages

- There is a lack of control over the media.
- It is difficult to tie in slogans and other advertising devices.
- Media time and space are not guaranteed.



# The New Role of PR

In the new role of public relations...  
Managers envision both strong marketing and strong PR departments rather than each department operating independently the two work closely together, blending their talents to provide the best overall image of the firm and its product or service offerings



# Marketing Public Relations Functions adds value to the integrated marketing program in several ways



1. Building marketplace excitement before media advertising breaks.
2. Improving ROI.
3. Creating advertising news where there is no product news.
4. Introducing a product with little or no advertising.
5. Providing a value-added customer service.
6. Influencing the influential.
7. Defending products at risk and giving consumers a reason to buy.



استثمار

## «أسترازينيكا» تتعاون مع «الصحة» لدعم مرضى حساسية الصدر

إنشاء غرف استنشاق في إطار حملة "تسمة هوا"



محافظات

## بروتوكول تعاون بين الرعاية الصحية ونوفونورديسك لتدريب الأطباء بمنظومة التأمين الصحي الشامل



الخميس 24/فبراير/2022 - 10:32 ص



الرعاية الصحية و"نوفونورديسك" لتدريب الأطباء

قصور عضلة القلب الذي يُلقب بعبءٍ ثقيلٍ على كاهل المنطقة بشكل عام.

ألقي الخبراء الضوء على أهمية استخدام مثبطات الناقل المشترك صوديوم/ جلوكونز 2 (SGLT-2) التي أثبتت فعاليتها على المرضى الذين يعانون من قصور عضلة القلب الناجم عن انخفاض معدل الكسر القذفي للبطين الأيسر.

حيث اجتمع أكثر من 200 طبيب قلب من مختلف أنحاء منطقة الشرق الأوسط وتركيا وأفريقيا يومي 25 و26 فبراير في فندق "إنتركونتيننتال" في دبي للمشاركة في المنتدى الطبي الأول بعنوان "حوار من القلب" الذي نظّمته "بورينجر إنغلهايم"، إحدى شركات الأدوية الرائدة في العالم، وخلال هذا المنتدى الذي استمر لمدة يومين، ألقى الخبراء الضوء على فوائد استخدام مثبطات الناقل المشترك صوديوم/ جلوكونز 2 التي أثبتت فعاليتها في علاج المرضى الذين يعانون من قصور عضلة القلب الناجم عن انخفاض معدل الكسر القذفي للبطين الأيسر (HFREF).

وقد جرى تنظيم منتدى "حوار من القلب" بعد أن تمّ اعتماده من مجلس الاعتماد الأميركي للتعليم الطبي المستمر وهيئة الصحة في دبي وإقراره من قبل جمعية القلب الإماراتية، وهي مؤسسة مهنية تهدف إلى تعزيز صحة القلب والأوعية الدموية من خلال التعليم والبحث وتقديم أرقم مستويات



# PUBLIC RELATIONS

and its role in pharmaceutical Brand building



In the information age, the power of public relations as a pharmaceutical marketing tool is being appreciated as never before as different Advantage that mentioned before.





# PUBLIC RELATIONS

- Public relations as brand builder
- Public relations in a regulatory environment
- The cascading effect of key influencers
- Public relations as a DTC tool
- The question of celebrity spokespersons
- History and future.



- Scientific Exchange
- KOLs and patient advocates
- Relationship marketing initiatives
- Innovative communication links



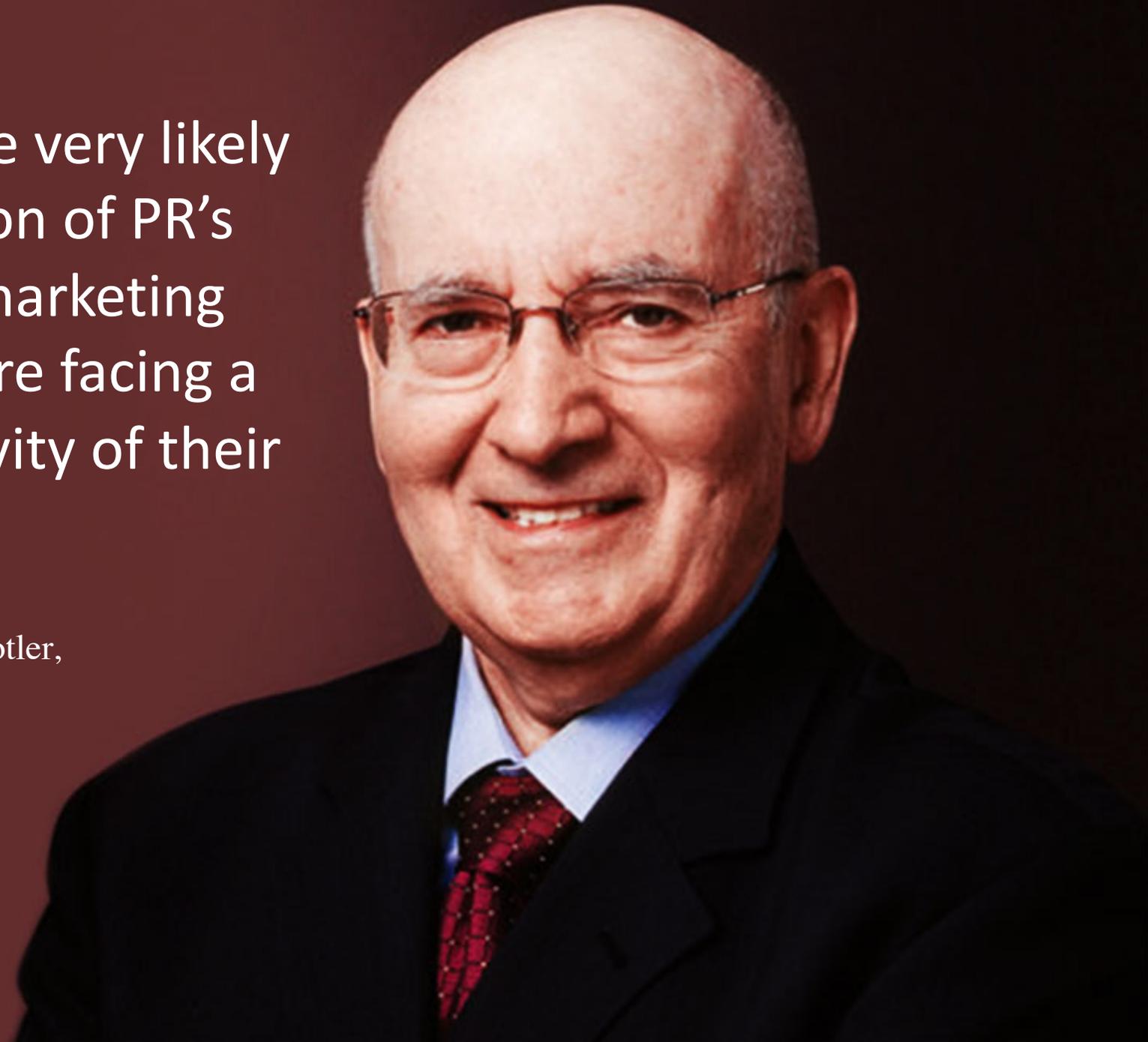


# PUBLIC RELATIONS



“Marketing practitioners are very likely to increase their appreciation of PR’s potential contributions to marketing the product because they are facing a real decline in the productivity of their other promotional tools.”

Philip Kotler,



Marketing public relations in the future can only go one way: up. (PR-Legend Harris, op. cit.)



# The Cascading Effect of Key Influencers



- 
- Public relations is not just about getting the word out; it is about reaching the right audiences with the right messages and letting those audiences influence other audiences.
  - The objective is usually to target key influencers – opinion leaders, the media, government, industry analysts and so on – who can impact other audiences.



- Before Celebrex hit the market as the first of the COX-2 drugs, it benefited from the support of numerous key influencers – not only science writers and medical reporters, but financial analysts, business reporters and others who made it the centerpiece of stories about Searle and its then parent company, Monsanto.
- The cascading effect of this coverage benefited Monsanto's stock and reached virtually every important target audience.





# **PUBLIC RELATION**

## **as a DTC tool**





Public relations also can be effective in reaching and influencing patient audiences as groups, in order to gain their advocacy in lobbying regulators, legislators and/or payers to support reimbursement for branded drugs and to combat unfriendly initiatives such as limited list formularies.





- Public relations offers many of the benefits of DTC advertising without some of the drawbacks.
- It educates and informs without calling attention to itself as a blatant promotional activity.
- It is usually less expensive than advertising.
- It offers balanced information but has fewer disclaimer requirements than advertising does.
- It is not limited to a 15- or 30-second spot on television, thus allowing for more in-depth explanation and education.
- It is also highly impactful, reaching its audience through the news media or other credible third parties.



**One Sensodine Ad video**  
**check the meeting video on Youtube channel**  
**Marketing Club Middle East**





**One Panadol Ad video**  
**check the meeting video on Youtube channel**  
**Marketing Club Middle East**



A blend of public relations and DTC advertising can be highly effective, if both are utilized to do the things they do best:

### **PUBLIC RELATIONS**

educates regarding a disease category and informs and influences regarding a brand

### **ADVERTISING**

Reinforces brand awareness and does so with great control, reach and frequency.





# **One Otrivin Ad video check the meeting video on Youtube channel Marketing Club Middle East**

**Brand: Otrivine Extra Dual Relief Nasal Spray**  
Pharmaceutical Marketing Award: Pharma Intelligence OTC  
Marketing Awards 2020  
Category: Most Innovative New OTC Product  
Company: GlaxoSmithKline





**One Xofluza Ad video  
check the meeting video on Youtube channel  
Marketing Club Middle East**

**Brand: Xofluza**

**Campaign: “the flu sucks everything out of you”**

Pharma Marketing Award: DTC National 2020 Advertising Award

Category: Best New Brand or Indication Television Campaign

Company and Agency: Genentech, Inc. and Wunderman Thompson Health





**One Fasenra Ad video  
check the meeting video on Youtube channel  
Marketing Club Middle East**

Brand: Fasenra

Campaign: Lets breathe together

Award: DTC National 2020 Advertising Award

Category: Best Established Brand Television Campaign

Company and Agency: AstraZeneca and McCann Health New York



# Celebrities in Pharmaceutical Marketing





- **The role of celebrities in pharmaceutical marketing is an interesting one.**
- **celebrities can help to promote a pharmaceutical brand like many other kinds of brands, particularly if the celebrity is a patient who clearly has benefited from the medication.**





**One bioderma Ad video  
check the meeting video on Youtube channel  
Marketing Club Middle East**





**One Bioderma Dr. testimonial recommendation  
Ad video  
check the meeting video on Youtube channel  
Marketing Club Middle East**



# Major Public Relations Channels

Websites



Media Coverage



Press Releases

Events



Corporate Identity materials



Influencers



Multi-channel approach to meet patients where they are



Patient Support Programs



# Implementing the PR Program

The Press Release

Press Conference

Interviews

Community Involvement

Social Networks and Blogs



1	<b>EXECUTIVE SUMMARY</b>	overall summary of the plan you will set forth below.
2	<b>SITUATION ANALYSIS</b>	Following extensive research and analysis, the circumstances and situation affecting Client ,Company or Product
4	<b>OBJECTIVES</b>	Qualitative and Quantitative <ul style="list-style-type: none"> <li>• REASONING</li> <li>• BENEFITS</li> <li>• MEASUREMENT</li> </ul>
5	<b>TARGET AUDIENCE</b>	<ol style="list-style-type: none"> <li>1. Internal audiences</li> <li>2. External audiences</li> <li>3. Employees of the Firm</li> <li>4. Stockholders and Investors</li> <li>5. Community Members</li> <li>6. Suppliers and Customers</li> <li>7. Governments</li> </ol>
6	<b>TARGET MEDIA</b>	As public relations deals directly with media outlets, this section should address what media sources you will target.
7	<b>MARKETING CONCEPT/KEY MESSAGES</b>	this section may vary. If the public relations team is also responsible for generating marketing concepts, this area can detail those ideas and how they will be used. If the client already has an existing marketing concept, this section can simply explain how the PR plan will maintain and continue to promote that concept, perhaps including fresh new approaches to the idea



	<p><b>STRATEGIES AND TACTICS</b></p>	<p><b>a) <u>Media Outreach</u> :</b> This will include a list of media the PR plan will focus on building or improving relations with, and how they will help impact or reach the target audience.</p> <p><b>b) <u>Press Releases</u>:</b> Depending on the needs of the PR proposal, this subsection may detail specific press releases planned in conjunction with a specific product or release of a new line or promo. With a more company-gearred public relations proposal, this section might focus on generating new and creative ideas for press releases.</p> <p><b>c) <u>Events</u> :</b> There may be upcoming events which will provide excellent public relations opportunities for the Client or its product. These could be trade shows, fundraisers, conferences, or other types of events</p> <p><b>d) <u>Social Media</u>:</b> In conjunction with the marketing team or plan, this subsection will provide details on the social media use in regards to specific PR campaigns.</p>
	<p><b>TIMELINE</b></p>	<p>The Timeline section should outline the time period addressed in this PR proposal and contain all important relevant dates. This would be an excellent place to include a chart or calendar detailing the above-mentioned tactics.</p>





<b>BUDGET</b>	This section will handle the budget needed for the included public relations plan. If the plan includes a flat fee, put that here, or if pricing is per item, proposed budget should be detailed and include pricing for each specific item.	
<b>MEASUREMENTS</b>	In this section, you can describe how the success of the public relations proposal will be measured. You can include a timeframe for assessing the plan throughout the year. Show what elements or results will be necessary to indicate the success or failure the plan, and how these will be addressed.	
<b>ACCEPTANCE</b>	Your signature below indicates acceptance of this public relations proposal and entrance into a contractual agreement with [COMPANY]	

[COMPANY]

Representative: [NAME], [TITLE]

[ADDRESS] [PHONE]

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_



## Measuring the Effectiveness of PR

### 1. Media content analysis.

Systematically and objectively identifying the characteristics of messages that appear in the media, analyzing the content to determine trends and perceptions relevant to the product or brand.

### 2. Survey research.

Quantitatively assessing consumers' attitudes toward the product or brand.

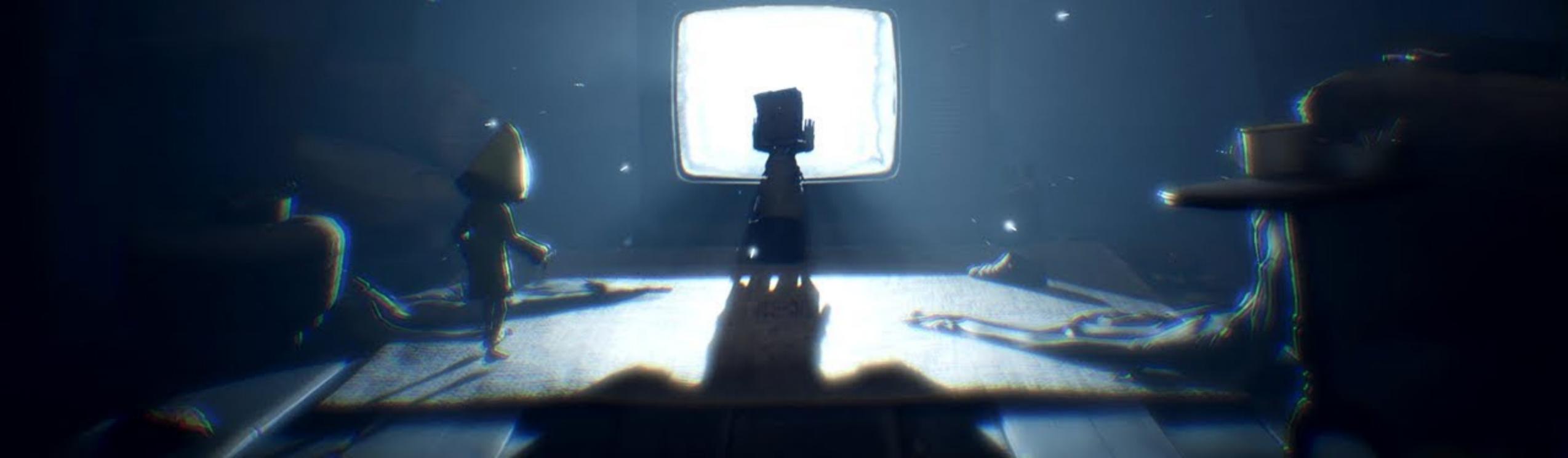
### 3. Marketing-mix modeling.

Drawing data from multiple sources and integrating them to provide insight into the process



Public Relations

# NIGHTMARES. II





# Mistake No 1 :

- **No Research or Understanding**
- **Not Understanding the Journalist.**
- **Not Hitting the Right Publications.**





## **Mistake No 2 :**

- **Spreading No-News**
- **Self-Promotion.**





## Mistake No 3 :

- **No Media Relations**
- **Too Many Follow-Ups.**
- **Mass Email Blast.**





**Mistake No 4 :**

**Targeting Only Top Media**



# Select the Perfect PR Agency





- 1.Experience in your industry.
- 2.Agency size.
- 3.Capability alignment.
- 4.Budget alignment.
- 5.Candor about the point people.
- 6.Digital capabilities.
- 7.Results.





Q&A

THANK YOU!



#81<sup>st</sup> Marketing Club 21<sup>st</sup> Cairo

# Public Relations Management in Pharma

Tuesday 7-3-2023

10 PM EGY 10 PM KSA 11 PM UAE

FOUNDER & HOST

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INSTRUCTOR

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Regional Brand Manager  
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