



OptiBrand | Rx

GROW BOLDLY

Unlock the potential
of your brand

Maximize brand performance by tapping into market tensions & emotional triggers

Drive meaningful differentiation through deeply connected brand positioning





OptiBrand | Rx

United States

26 Park Street; Ste. 2061
Montclair, NJ 070420
t | 973.509.4680

Canada

6505 Route Transcanadienne
Ste. 230 Saint-Laurent, Montreal,
QC H4T 1S3 Canada
t | 514.558.9902

info@optibrandrx.com
optibrandrx.com

"HUMAN BEHAVIOR FLOWS FROM
THREE MAIN SOURCES:
DESIRE, EMOTION AND KNOWLEDGE"

- Plato

THE CHALLENGE: Science alone won't change entrenched behaviors

Healthcare Practitioners (HCPs) are continuously inundated with undifferentiated brand communications and are overwhelmed by a "sea of sameness". In the absence of a clear and compelling reason to do so, HCPs are reluctant to change prescribing habits. While important, science alone is rarely sufficient to influence behavior.

THE SOLUTION: Emotion creates a deeper connection to your brand

HCPs are human-beings. While they have been trained to be analytical and scientific, they are influenced by the same innate emotional triggers that affect us all. High-performing brands harness the power of emotion that is rooted in an unresolved tension to inspire HCPs to think and treat differently.

THE PAYOFF: Drive behavioral change

A clear, compelling and deeply connected brand story serves as the catalyst for behavioral change. This catalyst creates meaningful differentiation, which ensures your brand will break through the clutter, maximizing commercial performance and improving patient outcomes.

Uncover opportunities to drive a deeper connection

It is vitally important to map out the perceptual white space to understand where your brand could fit in the minds of prescribers, patients and caregivers. In doing so, it is equally important for a brand to push beyond obvious attributes, such as mechanism of action or dosage form, to explore deeper, more sustainable brand connections.

A genuine emotion connects through a true tension

The most successful strategies resonate with stakeholders (inclusive of patients, physicians, caregivers, and others) because they connect to a fundamental tension that may not even be fully realized, but exists beneath the surface. These unarticulated tensions are the keys to driving behavioral change. Connecting the tension with an emotion influences how and when key stakeholders will consider your brand. Only smart, purposeful market research can uncover the tensions that transcend traditional insights.

Be deliberate; don't trust your gut

A brand team's ability to select the brand story with the greatest potential to influence prescribing behavior decreases as the number of positioning options increases. Confirmation bias based on experience, gut instinct, creativity, medical science and even the loudest voice in the room can all creep in to influence selection of a mediocre option.

The only way to prevent this situation is to employ a robust quantitative validation designed to deliver rich insight into how the product will be prescribed, for what patient types by gender, age and disease state, how their product will impact competitive brands, and much more. The results will point the brand team unequivocally to the most appropriate data-driven brand story.

Positioning doesn't happen overnight; establish the road-map

What do you visualize for the future of your brand? New indications? New forms? New prescribing specialties? Where would your brand fit in these situations? What would messaging look like? How would your brand positioning evolve to accommodate these new situations?

Answering questions like these are critical to establishing the road-map for your brand.

**"IN THE PLANNING STAGE OF A BOOK,
DON'T PLAN THE ENDING.
IT HAS TO BE EARNED BY ALL THAT WILL GO BEFORE IT."**

- Rose Tremain

OPPORTUNITIES:

Perceptual white space in the market

TENSIONS:

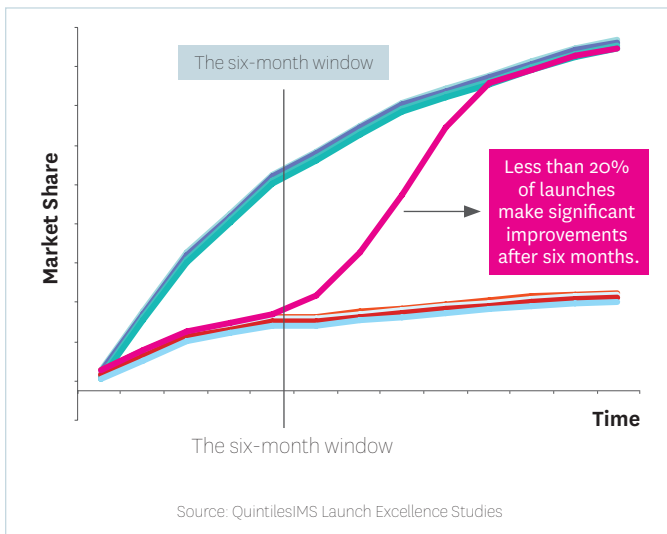
Unarticulated emotions that connect stakeholders

POSITIONING INSIGHT:

Where this tension may be resolved

POSITIONING FOUNDATION:

The opportunity for your brand to connect through the insight



Too many pharmaceutical brands fail to maximize their potential

IQVIA (IMS) previously evaluated successful healthcare launches and found that less than 1% could be considered truly “successful”. Over 99% of brands suffered from a lack of clear brand positioning. The successful brands connected a compelling brand story rooted in a tension to drive a lasting connection in the minds of prescribers, patients and caregivers. The bulk of OptiBrand Rx assignments qualify as 1% brands identified by IQVIA over the last 10 years.

In 2017, IQVIA continued their study, highlighting that the first 6 months are the most critical to success. Brands that failed to resonate within that timeframe rarely broke free from a suboptimal launch, with only 20% able to make course corrections necessary to reset the trajectory. Without a strong emotional connection, brands fail to gain traction and quickly become irrelevant. This is especially true for brands entering a mature or highly competitive market.

SUCCESSFUL PHARMA BRANDS
ARE PRESCRIBED
BY THE RIGHT HCP
TO BENEFIT THE RIGHT PATIENTS
AT THE RIGHT TIME

Philosophically, we believe every product that achieves regulatory approval deserves its best opportunity for optimized commercial performance.

We believe that maximized brand performance equates to better access and improved patient outcomes.

The most successful healthcare brands utilize the power of emotion to unlock their true potential. Successful brands drive change by connecting on a deeper, more emotional level that resonates with physicians, patients, and caregivers by tapping into unarticulated tensions and creating a more memorable, differentiated, and lasting impression.

At OptiBrand Rx we specialize in optimizing brand performance. Our passion is identifying tensions Healthcare Practitioners and Patients are often unable to articulate, linking them to deep emotional triggers and engineering strategies that unlock the full potential of healthcare brands.

OUR APPROACH HAS BEEN PROVEN
THROUGH OUR WORK ON
75% ^{OF} **Forbes**
BEST-SELLING
PHARMA BRANDS

*Our work serves as the foundation for
all communications and creative work
developed by your agency partners.*

Our role is to promote growth and maximize commercial potential
by communicating the emotional benefits delivered by your brand in a way
that clearly differentiates it from competitors.

**Robust analytics validate the brand story that will generate the
desired prescribing response.**

Our strategic services are complemented by a suite of robust analytical tools purpose-built to validate the real-world impact your brand positioning will have on prescribing behaviors. In this way, we take brand positioning from what we think is right to what we know is right for your brand. Our analytics are augmented by normative data from over 400 successfully brand launches.

When you're ready to learn more, we'd be happy to walk through our approach and relevant case studies.

To Grow Boldly you have to connect emotionally

Great brands go beyond the science and establish a deeper, more emotional connection to prescribers, patients and caregivers. Science alone is no longer sufficient to drive differentiation. Singular and clear strategic brand positioning must be carefully crafted, validated and executed to ensure that each brand achieves the success it deserves.

It takes a dedicated, disciplined marketing team with a rigorous approach to uncover true market tensions that drive behavioral change through a compelling brand story.

Emotional connections enhance the relationship of your brand to prescribers and patients. Nurturing your brand's emotional connection ensures brand success at launch and sustainable growth in the midst of a changing marketplace, while remaining relevant and even expanding as it changes over time
— always **GROWING BOLDLY.**



Montclair, NJ - GLOBAL HQ

26 Park Street, Ste. 2061
Montclair, NJ 07042
t | 973.509.4680

St-Laurent, QC - CANADA HQ

6505 Route Transcanadienne, Ste. 230
Saint-Laurent, Montreal
QC H4T 1S3, Canada
t | 514.558.9902

Tokyo, Japan - ASIA HQ

Ginza Daiiei Bldg. 5F
1-16-7 Ginza, Chuo-ku
Tokyo 104-0061, Japan
t | +81 (0)3-4360-8673

www.optibrandrx.com

info@optibrandrx.com

**Still questioning how you can Grow Boldly
without going off the rails?**

Our work on hundreds of brand positioning assignments has given us deep insight into the positive impact great positioning can have on healthcare brands. While this book covers some of the fundamentals, we would love to expand on them to help you ensure your brand successfully connects to prescribers and patients through unarticulated tensions and differentiated, emotionally connected brand positioning.



Our highly interactive 1-hour Lunch & Learn sessions introduce brand teams to what good and bad positioning looks like and how it got there, as well as providing a more in-depth look at the material contained within these pages

Learn more at: www.optibrandrx.com/lunchandlearn

SUBJECTIVE POSITIONING

Great strategic brand positioning requires discipline and rigor. We encourage you to use the following criteria as a "cheat sheet" to evaluate your current brand positioning or even pressure test positioning that is still in development.

Does the positioning meet academic standards, including:



- **Singular**
- **Aspirational**
- **Believable**
- **Relevant**
- **Sustainable**



What do you **like** about the positioning as it relates to what you know about the brand, target stakeholders, competitive set, market dynamics and other relevant criteria?



What do you **dislike** about the positioning as it relates to what you know about the brand, target stakeholders, competitive set, market dynamics and other relevant criteria?

OBJECTIVE POSITIONING

EVALUATION CRITERIA

RELEVANCE TO HCPs

The essence of this concept is relevant and applicable to HCPs

RELEVANCE TO PATIENTS

The essence of this concept is relevant and applicable to patients

DRIVES BEHAVIORAL CHANGE

This concept provides meaningful and sustainable differentiation from our anticipated competitors

OWNABLE

This concept provides meaningful differentiation from our anticipated competitors

ASPIRATIONAL

This concept aspires to a higher-order customer benefit that we can work towards over time

AVAILABLE RESOURCES

We can execute against and commit to this concept given the resources we have or anticipate having

BELIEVABLE

This concept would be considered believable considering the data we have or anticipate having

Use the following worksheet to assess the relative strength of your brand positioning.

OPPORTUNITIES:

Fill out this tension map to see how your brand's positioning stacks up

TENSIONS:

POSITIONING INSIGHT:

POSITIONING FOUNDATION:

OPPORTUNITIES:

Fill out this tension map to see how your brand's positioning stacks up

TENSIONS:

POSITIONING INSIGHT:

POSITIONING FOUNDATION:

OPPORTUNITIES:

Fill out this tension map to see how your brand's positioning stacks up

TENSIONS:

POSITIONING INSIGHT:

POSITIONING FOUNDATION:



love your brand



100% recycled papers
100% vegetable-based inks