Workshop on
Building Strong Pharma Brands

OVERVIEW

The pharma industry in Pakistan is seemingly active in marketing “Products” quite aggressively. However, barring few MNCs, the majority is not “Branding” their products. Giving products a name and focusing on obligatory marketing through sales is name of the game. Generics are gaining momentum at cheaper prices. Never before the pharma industry had realized the importance of branding their drugs. Creating an image in the mind of doctors & patients by establishing a relationship between them and the drugs is being viewed with new vigor in developed markets. With clinical efficacy, safety and side effects, intangible psychological benefits are taking prominence in acquiring market leadership and higher margins.

The workshop will break the myth “No branding without advertising” and unveil branding tools and laws as to how “Brand Contact” at various levels makes all the difference. Cases of successful pharma brands will be part of the workshop to highlight application of Brand Positioning concept.

Testimonials

• It was very interesting and real eye opener session for all of us. I have gained enough/substantial colors of knowledge to “how to brand” more effectively.
• An excellent teacher, a source of inspiration for all marketers.
• Nice content selection plus elaborate approach by Mr. Akhtar.

Past Participants were from:

✓ B. Braun Pakistan Pvt Ltd.
✓ Bayer Pakistan
✓ Genix Pharma (Pvt) Ltd.
✓ GlaxoSmithKline Pakistan Ltd
✓ Herbion Pakistan Pvt Ltd
✓ Hilton Pharma (Pvt) Ltd.
✓ ICI Pakistan Ltd
✓ Matrix Pharma
✓ Nabiqasim Industries Pvt. Ltd.
✓ Neutro Pharma (Pvt) Ltd
✓ OBS Pakistan
✓ Pfizer Pakistan Ltd
✓ Roche Pakistan Ltd
✓ Searle Pakistan Ltd.

TOPICS COVERED

✓ Essence of Branding.
✓ BI Positioning Module
✓ Perceptual Mapping for Competitive Analysis
✓ Implications of Brand Value Pyramid for Pharma Products
✓ Giving Pharma brands a Persona
✓ Creating USPs & Reasons to Believe
✓ Selecting a Brand Promise for your brand
✓ Improvising the Differential advantage.
✓ Giving Brands a “Positioning Statement”.
✓ Condition, Product and Portfolio Branding.
✓ 360° Brand-based Communication
✓ Laws of Branding used in Pharma marketing.
✓ Brand-based pricing is premium pricing.
✓ Psychological concepts used in Branding: Oedipus & Electra complex, Sublimation, Fetishism, Metaphoric Branding, Somatic Markers, Animations, Thrillers & Brand Geography.
✓ OTC & DTC.

WHO SHOULD ATTEND

All existing and future Product & Group Product Managers at Pharmaceutical companies

FACULTY

Mr. Akhtar Mahmud is currently CEO, Brand Image - a marketing consultancy specializing in Branding, Advertising and Consumer Insights. He brings 30 years of corporate exposure mainly from Multi-National Companies: Unilever, DHI, FedEx, etc. in senior marketing positions to corporate leadership.

Mahmud has been conducting Training and Development programmes for Banks, MNCs, local conglomerates, IBP, PIQC and leading T&D organizations. Market research and consultancy projects for BBC, United Nations, Hoechst, Millat Tractors, ICN, Aga Khan Health Services, Milupa Foods, Berger Paints, Novartis, GETZ, Pfizer and NGOs are few of the key programmes undertaken by him.

Also an IBA Graduate with major in Marketing, Mahmud is teaching in Institute of Business Administration (IBA), Karachi since 2001. He has also attended various seminars and conferences in US, Europe, Middle East and South East Asian countries on Branding, Brand-based communications, Creativity in advertising, influencing consumer behavior through psychological modules and leadership evaluation and awareness process.

WORKSHOP FEES

PKR 30,000/participant
Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

Discount Policy

*10% Discount for 2 or more than 2 participants from the same organization
**15% Discount for 5 or more than 5 participants from the same organization

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