

The Brand Management Practice at Campbell Alliance

All brand products progress through predictable stages: initial uptake at launch; a growth phase; peak revenues at maturity; and, finally, decline. While this basic pattern is not susceptible to change, along the way crucial opportunities arise that may speed uptake, allow a higher revenue peak, or extend brand life. By capturing these opportunities, pharmaceutical and biotech companies can realize significantly greater total value from their brands.

Our Brand Management Practice can help maximize the commercial performance of products from initial launch through product maturity. Our consultants are experts at new product planning, commercial strategy development, brand planning, product launch, and myriad other aspects of maximizing the value of pharmaceutical assets. Our experience cuts across numerous therapeutic areas. In addition, our Brand Management Practice has developed commercial strategies and programs in a number of geographic markets, including

- US
- Canada
- Europe
- Latin America

The following outlines our Brand Management practice's service offerings:

Portfolio Planning

- Portfolio Investment Strategy
 - Identify investments that can be made across a portfolio of pipeline and/or in-line products to increase its value
 - Assess and quantify potential investment opportunities
 - Balance investments across the portfolio to enhance its value

New Product Planning

- Product Opportunity Prioritization
 - Define and establish priorities among opportunities (e.g., new indications, new geographic markets) to build brand value
- Comprehensive Commercial Planning
 - Define requirements for commercializing opportunities
 - Develop commercialization plans for new products or new indications for in-line products

Launch Excellence

- Launch Playbook™
 - Build a detailed launch plan that can be executed at the operational level, keeps all launch preparations on track, and keeps senior management informed of progress
- Launch Project Management
 - Ensure flawless launch management at the “ground level”

Growth Maximization

- Brand Diagnostic and Product Turnaround
 - Diagnose the causes of poor commercial performance
 - Develop strategies to “turn around” underperforming products
- Competitive War Gaming
 - Develop “shadow” brand plans and proactively build strategies against competitors
- Program Design
 - Design and implement specialized marketing and selling programs for complex products or products in difficult selling environments

Life Cycle Extension

- Prescription to Over-the-Counter (Rx-to-OTC) Conversion Strategies
- Follow-On Product Strategies

Capability Enhancement

- Building an Integrated Marketing Function
 - Develop brand management, marketing, or marketing support functions from scratch (methods and processes, organization, personnel, tools, and technology)
 - Ensure proper integration of other key functions (e.g., Medical Affairs, Sales, Managed Markets, Trade, Distribution)
- Improving Existing Marketing Functions, Processes, and Tools
 - Global commercial planning
 - Brand planning
 - Launch

About Campbell Alliance

Campbell Alliance is the leading management consulting firm specializing in the pharmaceutical and biotechnology industries. The firm's clients include most of the world's "top 20" pharmaceutical companies, as well as numerous emerging and midsize firms. Campbell Alliance is organized into practice areas, each specializing in a critical industry function, including Brand Management, Business Development, Clinical Development, Managed Markets, and Sales. From its locations in Raleigh, N.C., Parsippany, N.J., Woodland Hills, Calif., South San Francisco., Chicago, and New York City, the firm serves clients throughout North America, Europe, and Japan.

For more information please contact:

James Forte
Public & Media Relations Manager
Campbell Alliance
Office: 919-844-7100 x7195
Fax: 919-844-7560
Mobile: 919-961-4066

jforte@campbellalliance.com
<http://www.campbellalliance.com>