

# [Product team cialis: getting ready to market essay sample](https://assignbuster.com/product-team-cialis-getting-ready-to-market-essay-sample/)

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What was Viagra’s positioning in the marketplace 2002?•Viagra’s target market is a man in his 40 till ∞.

•Market leader, because of no competition•Pfizer claims Viagra has been dispensed by 600, 000 doctors and used by 20 million men (1\*)•Viagra became a cultural phenomena, was widely discussed with friends, family and even media so much so that it can now stand in as a metaphor.

•Viagra is prescription medication/ Add allowed in US, not in Europe•In 1998 Pfizer spent $ 53 million in advertisement•After undergoing the death in 1998 of 130 patients Pfizer’s Viagra could get back to feet and perform excellent sales results.

•Viagra appeared in 1998, and since 1999 has sales $ 1. 5 billion annually. Forecasts predicts that sales of erectile dysfunction drugs will reach $ 8 billion globally within six to seven years (1\*).

•10$ per pill at retail (2\*)→ 100 millions pills soldQuestionHow would you characterize the Viagra brand?•Viagra has the highest brand recognition of any other pharmaceutical drug in the world (1\*)•Thanks to overall importance became a very strong brand, words “ the blue pill” is recognized even without naming Viagra name.

•Personally I associate Viagra brand with older man, sexually, physically and socially active, with partner and sufficient self-esteem to be brave enough to admit the problem.

•” Viagra is the best-known global pharmaceutical brand in the world, used by 15 million men with 45 million prescriptions written to date, backed by a wealth of experience,” Pfizer spokesman Jeff Cook said.(1\*)QuestionWhat would be the most effective way to position Cialis in the marketplace?•I suppose that Cialis should follow directly compete strategy and go head by head with Viagra’s positioning.

•Aggressive marketing campaign in US, what naturally bleeds into Europe, and educational campaigns in other countries (educating partners)•Cialis should emphasize lifestyle and inspirational images•Cialis should emphasize no side effects, shorter onset time and impressive half-fife 17 hours effect.

• Set the same as Viagra or slightly bigger price (because of longer half-life).

•Cialis is wordplay on ‘ ciel’, the French for sky.(3\*)Israeli scientist, Ya’acov Leshem, at Bar-Ilan University, put Viagra into a vase of cut flowers and found they stayed fresh for a week longer than usual by increasing nitric oxide in themREFERENCES1. Pfizer fears rivals’ potency, October 24, 2002 by David Teather, Thursday, The Guardian2. Product Team Cialis: Getting Ready to Market, October 5 2004, by Elie Ofek.

3. Viagra showdown nears CNN news August 23, 2001 By Staff Writer Kim Khan