

# 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 sold
- Question How 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.<sup>(1\*)</sup> Question What 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-life 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.<sup>(3\*)</sup> 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 them REFERENCES 1. Pfizer fears rivals' potency, October 24, 2002 by David Teather, Thursday, The Guardian 2. 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