

Case study – cialis – ready to market essay



**ASSIGN
BUSTER**

Table of Contents: Team Cialis A)

Introduction.....3 B)

Situation Statement.....

..... 3 C) SWOT

analysis.....5 1.

Environment.....

.....5 a. Opportunities b.

Treats 2. The

Firm.....8

a. Strengths b. Weaknesses D) Options

Generated.....

10 E) Recommendations.....

13 F) Suggested Plan of Implementation.....

16 1. 6th month action

plan..... 6 a.

Objectives..... 16

b. Target market.....

16 c.

Positioning.....16

d. Price.....

17 e. Promotion.....

.. 18 i. Primary Market.....

.	18 ii. Secondary
Market.....	19 2. 18th month action plan.....
	20 a.
Objectives.....	20
b. Target market.....	20
c. Promotion.....	1
i.	
New Primary Target market.....	21 G)
Exhibits.....	23

Introduction / Situation Statement: The market objective of several pharmaceutical companies which seeks to come up with the next big “ pill” of the year has most recently translated itself into a new trend concentrating on “ quality-of-life” medicines. These medicines aren’t necessarily directed towards individual’s health, but more towards improving certain aspects of life that are not typically covered by most health plans. An example of this is the significant ED (erectile dysfunction) market, which already enjoys broad exposure through Viagra’s highly recognized ED product created by the pharmaceutical giant Pfizer. With as many as 30 million men in the United States and 150 million men worldwide estimated to suffer from ED, this market generates annual sales of \$1 billion dollars.

Newcomers to the ED market such as Cialis, a product developed through a joint venture between Eli Lilly (a pharmaceutical giant) and ICOS (a young biotech company) are showing promising clinical results. Cialis has the potential of extending the effects of the drug as to 36 hours compared to

Viagra's four hours. While Viagra was affected by food intake this was not the case with Cialis since Viagra's absorption rate diminished after high-fat meals. In addition, few side effects were experienced when using Cialis. After successfully going through the comprehensive three phases of the FDA clinical trials, the product demonstrated not only better longer lasting result but it also revealed a large number of interested consumers. This was not the case for other comparable products.

In a study conducted by Lilly ICOS which included users and dropouts of Viagra, results revealed a 100% interest from users and dropouts of Viagra located in the UK. (Table B) In the past Lilly has seen a drought of successful products in the pharmaceutical market. This explains why the company expended a great deal of effort into developing new ways of integrating and introducing new pharmaceutical products into the market. Instead of adopting a high-risk high-return strategy, Lilly focused on the discovery and development of innovative drugs. The pharmaceutical company geared its spending towards " quality-to-life" type of medicines (such as male baldness, skin rejuvenation, and ED) instead of focusing on chronic and life-threatening medical conditions (such as cancer and cardiovascular diseases). With new legislation permitting direct-to-customer advertising, pharmaceutical companies are now allowed to advertise on television in order to attract new consumers.

This expands the previous methods of marketing pharmaceutical products which was previously restricted to speaking directly to physicians. Cialis' focused on coming up with a strategy to guide future marketing and promote their position and brand in a highly competitive market. They could have

chosen a niche strategy which targets a sub-segment or more narrowly defined customer group which are seeking a distinctive mix of benefits. They could have chosen a compete strategy which would have the pharmaceutical product go head to head up against their main competitor Pfizer's Viagra. Finally, they could have chosen a beat strategy, where the option is to come up with a different positioning in order to reach a broader market.

The marketers obviously had a few challenges ahead of them. First, they needed to agree on the patient target market. This means they had to agree on whether to go after Viagra's estimated six to seven million dropouts (compared to their current three million users in the U. S.), on the basis that Cialas is a longer duration medicine really which is not affected by the consumption of high-fat meals. This could have meant that the pharmaceutical would have to be marketed differently in United States opposed to Europe given the significantly different eating habits? In addition, due to limited resources, it was important to determine how marketing efforts should be targeted between physicians and patients.

One possible option would be target both groups in the same manner in addition to targeting in a balanced manner. Another option includes marketing to the men and their partners so as not to alienate anyone in the process. Moreover, with Viagra's five-year market advantage, doctors' satisfaction with the drug was beginning to grow and there was a sense that persons may very well be uneasy with a new product. They also had to determine what theme they would use for their television advertisement? Should they include celebrities and sports figures? Cialis soon realized that Viagra's marketing vision was overwhelming since it included massive (blitz)

marketing encompassing a 30,000 sales personnel force that visit an estimated 700,000 physicians in order to promote the name, the brand, and the product. This type of sales strategy had translated itself to huge success in the United States and around the world.

Viagra's mass marketing directed towards the physicians, as well as extensive comical advertisements were Viagra's key to its success. Pfizer had 30 billion net sales in 2000, which was three times higher than those of Eli Lilly (exhibit 11). With such success, marketers and executives at Cialis had to concentrate on its time constraint growing everyday and the team had to map out their strategy in order to succeed quickly and effectively in order to expose to the world to the new and preferred product of Cialis.

SWOT analysis 1. External (Environment) Opportunities Threats · Potential market size of 150 million people worldwide and 30 million in the United States · 50% of all men between ages of 40 and 70 experience some form of ED · 76% of men that are on some form of medication for ED have reported that they would be willing to try new medication · Differentiates from competitors (ie: longer window of opportunity / is not effected by food) · Increasing number of aging people (baby boomers) · Viagra dropouts with an 77% interest rate worldwide to try Cialis · Unsatisfied number of Viagra users wanting to try Cialis (87% worldwide) · 76% of all ED patients claim that they would be willing to try a new treatment. Many opportunities to expand to different market segments · 25% of Viagra users renew their prescriptions meaning that 75% users do not, leaving huge opportunity for Cialis · Market Cialis towards doctors, where 90% of all prescriptions from doctors come from the patient initiating the request for the treatment · Age

group 60+ make up the majority of the 150 million ED patients. Spouses and sex partners account for 43% of the key drivers for men to seek treatment. Pfizer's Viagra brand generates more than \$1 billion annually for three consecutive years. Pfizer's large and increasing R&D budgets as well as a large marketing sales force of 30,000 sales reps. Viagra has the highest brand recognition of any pharmaceutical drug in the world. Bayer's Levitra and its differentiated product (as effective with lower dosages). Free entry and exit for competitors. Viagra attacking all market segments, from all medical conditions to the general public with ED. Viagra and Levitra could potentially have a cheaper product. Cialis has differentiated their product from that of its competitors, by providing a larger window of opportunity for having sexual intercourse and by the fact it is unaffected by the consumption of food which is a plus for the people suffering from high blood pressure and high cholesterol.

With the size of the market potentially growing, Cialis should be able to differentiate themselves enough to appeal to the many different market segments there are. Cialis being a new product has been receiving high interest from males wanting to try a new treatment as they are either unsatisfied with their current treatment or dropped out of their previous treatment. The company as a whole should focus on getting their brand name out there as this specialized segment of the market is very brand loyal. The target market for Cialis is any men that suffer from chronic ED; just that fact alone opens up an opportunity size of potentially 150 million men worldwide.

Within that 150 million population there are sub markets in which a company can target and focus their resources on, such as people suffering from numerous conditions which may heighten the risk of ED and marketing towards their spouses or partners who would equally be sexually frustrated and would be key drivers for ED patients to seek treatment. There are different age groups to take into account, whether Cialis should target people aging between 50-59 years of age or simply people 60+. The age to population ratio shows that there is an increasing amount of aging people that will soon be aged 50 years and up, meaning the market segment is increasing and should be noted as an increasing opportunity. By a company adopting the niche strategy it can market to those narrow segments, such as competitor Levitra, who markets towards people suffering from diabetes. It could go head to head with Viagra by going with a compete strategy and trying to attack all users of ED treatment or simply go with the beat strategy and differentiate their product enough to be able to not directly compete against their main competitor but market to a broad market.

There are also opportunities within the different physicians. A company such as Cialis should be focusing on targeting family doctors to help support their brand, as physicians are the number one advisor that people go to ask about their symptoms. With surveys showing high percentage of drop out rates and unsatisfied ED patients with their past or current treatment, ICOS and Lilly should keep that in mind when thinking about opportunities as it shows that people are willing to try new treatments. Viagra poses a huge threat as they have the market capabilities needed to succeed. They have large budgets

and have captured a large percentage of the market through their massive marketing campaign.

Viagra has also set a high barrier of entrance into the market where any company coming into the market trying to establish their name brand will have a hard time getting it out there as Viagra is a universal name used and recognized around the world. Therefore an essential marketing strategy is to go to the doctors and get them on board. The doctors are the ones in the end to prescribe treatment, which is tough because of the large work force that Viagra has hired. In a market that is already hard to differentiate from your competitors, Cialis should push on their key strengths in order to make their brand name known, especially as there are other competitors also seeking market share developing, such as Bayer's Levitra.

2. Internal (In the firm) StrengthsWeaknesses ·Comprised of two partnered firms, one being Eli Lilly, a pharmaceutical giant, and ICOS a young biotech upstart and founder of IC351 the chemical name for Cialis. Lilly is an established pharmaceutical company with a good reputation·Lilly has a differentiated way of marketing to the customers and running their business·Lilly focused their efforts and resources to find innovative drugs (ie: " first of its kind" or " best in class")·Lilly focused on the " quality of life" drugs as their niche·Lilly/ICOS created GMSO (Global Marketing Sales Organization), which led to GMR, GMP and GMST·Having affiliates in several countries ready to help with local promotion, sales and distribution efforts·Has a differentiated product compared to their competitors·Fully trained, focused and innovative management both for ICOS and Lilly·ICOS is a young company with no current line of products·ICOS has limited FDA

registration experience. ICOS has no marketing and clinical development capabilities. ICOS has never had a product nor do they have a product line other than Cialis. An industry that depends on massive marketing scheme where Lilly ICOS has limited resources. The market research for the company was not accurate. Cialis, a name brought together by the partnered firms ICOS and Lilly, has a strong base and where ICOS lacks the experience Lilly picks up and vice versa. ICOS, being a small young firm with limited experience within the pharmaceutical market, have created intuitive product without the knowledge of going further.

They understand that they have a differentiated product from that of its competitors but they did not know how to market it to its full potential. Cialis (IC351), being the first product created by ICOS, made the firm want to ensure that the past 10 years work did not fail and so they sought out a partner who both had experience and resources in marketing and dealing with FDA registration. Eli Lilly, an experienced pharmaceutical firm, had the knowledge of FDA registration as well as the resources to help bring Cialis to market. The product created by the two firms can benefit the ED patients more than Viagra can.

Men can still achieve an erection through sexual stimulation 36 hours after taking the medication. Not only is there a longer time frame but also Cialis is not affected by the intake of food, which may appeal more to the ED patients that suffer from high blood pressure and high cholesterol. Lilly is a well-known and established pharmaceutical company. They have a great reputation in created drugs that produce an annual profit topping at least \$500 million. It has many lines of different drugs and focus on the quality of

<https://assignbuster.com/case-study-cialis-ready-to-market-essay/>

their medicine. They have a different way of marketing than their competitors, where competitors were embracing a high-risk high-return strategy and looking for next “ blockbuster” drugs, Lilly focused on the discovery of and development of innovative drugs.

Lilly also focused on “ quality-of- life” products which simply means drugs created for none life threatening illnesses. Lilly/ICOS created GMSO (Global Marketing Sales Organization), which led to GMR, GMP and GMST. GMSO was created to get marketing much more involved in the product development cycle, and by creating this it would help move the product life cycle along while ensuring the company’s ethical and regulatory obligations were followed. Having this system set up created a huge strength for Lilly and ICOS because at every step of the way for Cialis there would be someone doing something to ensure that product makes it to shelf.

This will be able to help Cialis, as there will be constant feedback to ICOS and Lilly management on the product to ensure both parties are happy. Both companies bring fully trained, innovative, willing and experienced management and staff to get the project done. Both companies agree on exactly what needs to be accomplished and are both very satisfied working together. This makes it easy to achieve their goals.

ICOS however has no experience with FDA registration process as well they do not have any products in the past ten years. This weakness also ties in with the lack of resources they have to bring their product to market. This creates potential weakness in accomplishing the task as well as putting increasing pressure on Lilly to cover all the marketing. Another potential

weakness is that the whole marketing scheme essentially depends on doctors' approval.

If there is no doctor support then the drug will fall, as they need doctors to sign it over to the patients in order for the product to be sold. If the decision is made that Cialis is priced higher than Viagra then it is possible that sales will not go as planned and Cialis fails. This could potentially also fail if the market research was inaccurate meaning then sales would be non-existent and Cialis fails. Overall Cialis has two strong companies heading it, and it has a strong market research base, therefore it should provide a great competitive advantage over its competitors.

Options Generated 1. Market to partners: includes marketing of the product towards women, usually geared towards the spouse of an ED patient. Pros: ·A study of 104 in-depth interviews found patients are often influenced by their partners. Women's impact is high in helping men recognize their problem, and moderate in prompting to see a doctor. Can be seen as an initiator or influencer.

(Exhibit 7b) ·The study also found women were not completely satisfied with Viagra, but would prefer it nothing at all. As well, women will encourage men to persist with treatment. ·Majority of men with ED reported they were in a relationship (Exhibit 6) ·Encourages open conversation Cons: ·The partner often has little purchasing power, as they are not seen as the decider, buyer, or user ·Men may feel "alienated" if too many messages are being directed towards partners. ·May be embarrassing for some couples 2. Market to those

affected by diet: includes those who will be eating high-fat meals, and therefore are looking for a product which will not be altered by food intake.

Pros: ·Fulfilling a niche ·Medical investigators found Cialis more effective than Viagra after a fatty meal ·Large percentage of ED patients also suffered from high blood pressure or high cholesterol, indicating diet may be an issue.

(Exhibit 1) ·Competitive advantage differentiating Cialis from Viagra or

Levitra Cons: ·Some people may not be concerned with the effects after food

intake ·May not be reaching a large segment of ED users 3. Market to

patients: marketing to only the males affected by ED. Pros: Large percentage of males claim that they are unsatisfied with the drug (Table A) ·Research found a high willingness to try Cialis (Table B) ·Men are the buyer, decider and users of the product, therefore very important in the marketing scheme.

·Studies found 90% of men are first to initiate conversation with doctors

Cons ·A questionnaire sent to those screened to have ED found older men believe the condition is natural, and therefore don't seek treatment ·If no marketing is reaching doctors, they will not be prescribing it to potential

patients 4. Market to Viagra Drop-Outs: targeting current and drop-out

Viagra patients who were dissatisfied or willing to try a new product. Pros:

·Viagra already has marketed ED as a fixable, known condition. Made the subject of " dinner-table conversations," meaning many patients are already aware and more open about the problem ·Cialis has many advantages over Viagra, for example: longer duration, no blue vision, not affected by food intake.

·Viagra can be seen as unsafe, as the Food and Drug Administration received death reports of Viagra patients following their initial launch. This may put Cialis in a better light. ·Lots of consumers unsatisfied with Viagra, with a high willingness to try a new product. (Tables A & B) ·GMR tracked sales to find one year after initiating treatment only about 25% of patients were still using Viagra.

Cons: ·Viagra has a five year market success to fall back on ·Even with the initial death scare, recent discussions indicated doctors have a degree of contentment about Viagra, as it is effective and doesn't stay in your body for an extended period. Lilly ICOS is a new company, meaning it would therefore be fairly unknown. ICOS is launching their first product in ten years. ·The Pfizer 2000 annual report indicated Viagra already has the largest market share, with the largest sales force in the pharmaceutical industry. 5. Market using celebrity endorsements: using a celebrity in order to reach the target market sought.

Pros ·A celebrity may help portray the brand image ·Can be seen as an opinion leader, or part of a reference group. For example aspirational groups where the consumer will be influenced to buy the product because they want to be like the celebrity. ·May draw in more consumers Cons Unlikely all celebrities will be willing to admit to ED, desired celebrity may therefore be unavailable. ·The wrong celebrity can give a negative brand image, or be part of the consumers dissociative group ·This method has already been used by competitors. 6.

Market using the duration factor: includes targeting those who are searching for a larger window of opening to be able to use the product. Pros ·Patients will be able to choose the right moment for intimacy, more flexible for busy schedules ·Viagra dropouts did complain about the short duration (Exhibit 10) ·Differentiate Cialis from Viagra ·Partners will not feel pressured to be intimate because of the longer half-life. Cons Cialis will be in the body for a longer period. ·In a preliminary conjoint study of 350 doctors, the duration factor was found to have low importance to physicians 7. Marketing to physicians: targeting geared specifically towards those who are prescribing the drug to the patients.

Pros ·Set of interviews at several medical conferences show urologists are very familiar with ED. ·Interviews revealed doctors were looking for a safe, yet effective product. Cialis is more effective as it is not affected by food intake and does not have the blue tinted vision that accompanies Viagra. ·Doctors will be an influencer in which brand the patient chooses to take
Cons The set of interviews revealed primary care physicians were reported to be uncomfortable with the subject.

·Many were apprehensive about prescribing an ED drug, as it is seen as a “quality of life” drug and therefore not worth the associated health risks ·Also revealed doctors rarely follow up on the drugs success. ·Recent discussion have shown doctors have a degree of contentment with Viagra ·Duration is not seen as important factor to physicians, which is a key differentiating factor for Cialis, seen in the preliminary study. ·Marketing will not be reaching the patient, who is often the initiator in bringing up the subject with the physician. 8. Targeting the 50+ age range: marketing geared with a
<https://assignbuster.com/case-study-cialis-ready-to-market-essay/>

focus mainly on an older generation Pros ED is more prevalent around this age range (Exhibit 5) ·May appeal to patients as a way to feel young again, can market as a product to rejuvenate sexual intimacy and improve self confidence ·Generally will have higher income, and therefore can more easily afford Cialis (Exhibit 6) Cons ·Not targeting the 20-50 age range ·A questionnaire sent out to men screened for ED found many patients in this age group believe that ED is a natural part of aging, and therefore do not seek treatment Recommendation: Upon reviewing the case, it becomes evident that Cialis needs to develop a clear strategic plan to attack and surpass the beat strategy of its main competitor, Viagra. Other competitors such as Bayer's product Levitra, should not cause concern to Cialis due to their niche marketing strategy to diabetic consumers, which is not part of Cialis' target market.

Cialis' potential target market of men should be men 45years and older. However, exposure of the product to men of a slightly younger age would be advisable so that future ED patients will aware of the treatments available. Furthermore Cialis should consider marketing to men with a busy lifestyle who would consume the drug in anticipation of weekend sexual activity. This would provide this consumer group with flexibility by removing the concerns related to having to sexually perform immediately after taking the pharmaceutical product. Although its recommended that Cialis should direct its advertisement efforts towards couples [after studies conducted by Lilly ICOS (Exhibit 7b) showed that the highest key driver that influenced consumers to seek treatment of erectile dysfunction was due to their spouse or partner] it is nonetheless very important not to alienate males and

extremely important not to make them feel embarrassed about their situation.

Cialas should therefore market an open (sexual) communication amongst couples in order to create a happy and better (sexual) relationship. The pharmaceutical company should also remain consistent with who they choose as their strategic primary and secondary markets. We believe that having men as their primary market, along with doctors should be their main focus, followed women and couples as their secondary markets. The key advantage to targeting to men is that if the patient knows the product, they can then follow up with their doctor who is the direct source to the drug.

It is also essential to have doctors support the product since they are the distributors of the drug to patients. Therefore, the key to marketing is appealing to doctors and patients. Targeting the product to women and couples constitutes more of a reinforcement process in order to maintain the desire to refill the prescriptions. Cialis has some key advantages over Viagra on which it should concentrate its efforts when marketing its product.

Those advantages include the fact that the drug has three times the duration of Viagra and that the medication maintains its which full effect after high fat meals which is not the case with Viagra. Consequently, Cialis should position itself as a superior and preferred product to Viagra in order to succeed in the market. Although Viagra has had a five-year head start in the market, Cialis can build on the Viagra brand. Using the notion that there is a solution to ED as Viagra has already commenced, Cialis can then position itself as the preferred solution to ED.

When recommending a pricing quota for the Cialis, we believe that they should price their product modestly higher than Viagra's \$10 per pill. We recommend perhaps a target price of \$12, because of the fact that the drug lasts three times longer than its competitor. This would build on the fact that Cialas represents a higher quality product. It will be important not to make the pharmaceutical product overly expensive because studies shown in (exhibit *) demonstrate that most patients tend to pay for these types of quality-to-life pills out of their own pockets that are not covered by health insurance. In addition, because of the fact that Cialas can only be obtained through a prescription, it will be important not to overprice the product. Having said this, Cialis should sell a slightly more expensive product consistent with the image of having a higher quality medicine.

Finally, this strategy represents the most comprehensive marketing strategy. The company will appeal to its main target customers, men over 45, and will also target those who will most likely benefit from the men using the pharmaceutical product. Cialas also needs to ensure that doctors are aware and knowledgeable with regards to this pharmaceutical product and that they are eager to promote this product even where the diagnosis of ED represents an awkward and uncomfortable situation for the patient. Finally, Cialas should direct their advertising toward couples in order to reach all target markets. Suggested Plan of Implementation 1.

6th Month action plan compete/beat strategy Objectives In the first 6 months, the objectives include creating brand awareness amongst doctors and patients. Cialis will compete with Viagra using comparative techniques and by taking advantage of Viagra's familiarity and brand success. The brand

name Viagra has almost become the common noun for the symptom it said it would treat- erectile dysfunction. Furthermore, Cialis will let patients know that if they have a hectic life, they can take Cialis anytime and have up to 36 hours to respond to their partner, without planning or rushing.

Also an objective is to prove that Cialis is a worthy competitor against Viagra because Cialis offers flexibility to choose when the moment is right. Finally Cialis should start the process of abolishing Erectile Dysfunction as a social stigma so both doctors and couples can more freely discuss it. Target Market

- Primary: Patients Men aged 45 and over Viagra dropouts and unsatisfied users Men in relationships Men who lead busy and hectic lifestyles

- Secondary: Doctors since ultimately doctors hold the power to prescribe Cialis. ·Secondary: Women partners of men patients

Positioning Position
Cialis as a drug used for men and couples that lead a busy, hectic life. Cialis can provide up to 36 hours to share an intimate moment without planning or rushing.

This plays to people who lead busy lives and can not always choose when the moment is right for them. By position Cialis as a flexible drug, patients will be likely to choose Cialis since they will be able to choose the right moment for intimacy. When targeting Viagra dropouts, they did complain about the short duration and therefore we could win them over by promoting a long lasting effect. Announce Cialis' category membership within the erectile dysfunction market place by: ·Announcing category benefits: Cialis improved the ability of up to 81% of men suffering from male impotence to respond to sexual stimulation over an extended period of time, even 36 hours after taking the drug. Also, the absorption of Cialis is not affected by

food intake. Comparing to exemplars: to help specify Cialis' category membership, use a comparative technique against the noteworthy Viagra brand.

- Relying on the product descriptor: once the people understand Cialis' tie to erectile Dysfunction, a unique position will be created. Position Cialis through Points-of-Difference against Viagra by using Cialis' attributes and benefits
- Focus on Cialis's longevity. Cialis lasts up to 36 hours vs. Viagra last 4 hours
- Focus on Cialis ability to be mixed with various foods vs.

Viagra's inability to be mixed with high-fat foods. The effect of Viagra is diminished when taken during or after a high-fat meal. Price is determined by analyzing competitor's prices and offers. Viagra is offered at a price of \$10/pill and does not offer the additional benefits of Cialis.

Therefore, when factoring these benefits into the price of Cialis, they should be priced at a higher price than Viagra to reflect its added benefits. However, due to the nature of the drug (a quality of life medicine), most health insurances do not cover it. This implies that the method of payment is the potential customers of the drug paying out of their own pocket and therefore should not be priced too high for risk of decreased interest. Also, Cialis is new to the market and is an unfamiliar brand that patients are not aware of. In order to consider switching to Cialis from Viagra there should not be too large of a difference in cost.

In summary, the price of Cialis should reflect its benefits against Viagra without being too high but should reflect the minimum cost of switching. A

good reflection would be \$11.99 per pill. Moreover, many consumers use price as an indicator of quality.

A higher-priced drug may appeal to more consumers who would associate this higher price with higher quality. Finally, Cialis representatives could distribute free samples to physicians who can then pass them on to patients. This creates a very cheap way for patients to try Cialis without paying for a complete prescription.

Promotion Primary Target Market The primary target market includes men typically in their 50s, the majority of whom are in a relationship and lead busy lifestyles. This target market is in need of a drug that can last longer since with their hectic lifestyles, they do not necessarily know when the moment will be right. These men need a large window of opportunity so that when the moment does arise, the man will be prepared.

Print Ads: Print ads featured in magazines such as: Men's Health Magazine, Globe and Mail Newspapers.

The print ad can stress the point that Cialis has a window of opportunity of up to 36 hours, implying there is no rush or time constraints. On the page, it will be noted "Talk to your doctors" which implies a prescription is needed and will encourage the patient to seek added information from their doctor.

TV Ads: TV ads should be featured during prime time news and television programming. During this time, the target market is likely to have rushed home from work, wanting a quick moment of peace to catch up on the daily events.

The TV ad can use two men in a country club locker room discussing that with Cialis there is a 36 hour effect compared to four hours for Viagra,

emphasizing that thanks to Cialis, one of the men can now choose when the moment is right for him. Posters: Posters can be featured in Doctor's offices and can feature information on Erectile Dysfunction to educate the target market with Cialis' logo clearly marked. At the bottom, the poster will say, "Talk to your doctors." Moreover, the posters should indicate there would be some essential facts to remember to ease the embarrassment of talking to a doctor about ED. For example, it could be stated "How to talk to your doctor" and then say, Doctors are professional, they understand that erectile dysfunction is a medical condition.

Samples: Doctors can offer free samples of Cialis to the target market. Free samples will likely build up brand loyalty from the beginning and minimize switching costs from Viagra. Secondary Target Market Ultimately, Doctors hold the power to prescribe Cialis and therefore they are an important target market. However, Doctors are apprehensive about prescribing Cialis since patients have entrusted them with their health and there have been deaths associated with the use of Viagra, the main competitor for Erectile Dysfunction. Doctors state that the potential risks arising from the drug are important to consider.

Of those that did prescribe medication for ED, close to 90% of doctors studied said that the patient initiated the request for the drug. Due to the doctor's resistance and doubts, it is important that Cialis emphasizes their ad campaigns and captures sales by marketing to the primary target market. When marketing to the secondary target market (physicians), the use of personal selling will be effective. Personal selling: includes face-to-face interaction with one or more prospective purchasers for the purpose of

<https://assignbuster.com/case-study-cialis-ready-to-market-essay/>

making presentations, answering questions and procuring orders. This encounter can be successful over a nice meal since wining and dining gives the allure that Cialis is confident in the success of their product.

Also, doctors can be marketed to during medical conferences and events. Cialis can be a sponsor, having a booth set up to encourage questions and promote information about the product or they could be a feature in the conference to present all the necessary information needed for doctors make the switch and start prescribing Cialis. Moreover, Lilly could hold their own information seminars about Cialis in an exotic local making for a luxurious weekend get-away for doctors in Bermuda, for example. This combines a fabulous, all-expense paid weekend and an information session that promotes Cialis. Money and effort need to be allocated for doctors since they hold a lot of power in the success or failure of Cialis, however due to the fact that 90% of patients initiated the request for the drug more emphasis should be on the patient. 2.

18th Month action plan beat strategy Objectives In the long run, the main objective is to beat Viagra. This can be accomplished by focusing on the relationship aspect of erectile dysfunction since this dysfunction affects both members of the couple. Cialis will be promoted as a drug for couples that do not always want to plan for intimate moments. Finally, using a professional celebrity such as Dr.

Phil in the advertisement to state that Erectile Dysfunction happens in couples and it is both important and possible to recapture the intimate, sexual aspect of the relationship by using Cialis. Target Market ·Primary:

PatientsMen aged 45 and over Viagra dropouts and unsatisfied users Men in relationships ·Primary: Women Partners in the relationship Promotion New Primary Target Market Now that the doctors and the patients are familiar, it is essential that the partners of the men suffering from Erectile Dysfunction (ED) be marketed to as well. The vast majority of men with ED reported that they were in a relationship as shown in exhibit 6. An interview conducted by Lilly ICOS, towards the women and found that several women felt that they were the main cause for their husband's ED, because they felt they were no longer attractive.

This leads to less physical intimacy. Less intimacy can cause emotional stress for both partners and can cause tension within the relationship.

Research was conducted on partner's satisfaction with Viagra, the leading competitor. This research concluded that there were inconveniences with the drug that included: " My partner must awkwardly ask me if he should take the pill.

" " Once my partner takes the Viagra tablet, I no longer feel I can refuse having sex. " " Because my partner must ultimately take the table, I usually don't initiate sex. " However, even despite these annoyances, most women preferred their male partner take Viagra rather than nothing at all. It was also concluded, in exhibit 7b that the number one key driver of seeking treatment was " My spouse or sex partner.

In conclusion, the partner's ability to influence the male indicates that marketing to the women would be very beneficial. Also, since Cialis does not suffer from the same inconveniences as Viagra, it is a perfect drug to market

to the women. With Cialis' large window of opportunity, it implies there is no rush or time constraints. No time constraints eliminates the awkwardness of having to ask if " the man should take the pill" or the inability for the partner to refuse intimacy. Print Ads: Print ads featured in magazines such as: Chatelaine, Oprah. The print ad can capture the essence of loving, intimate couple that has a large window of opportunity, implying there are no rush or time constraints.

This means couples will eliminate any awkwardness previously experienced by other ED drugs of the condition itself. Couples will be able to choose the right moment for intimacy that fits for their more flexible or busy schedules. The tag line can be " Always celebrating romance and now always being ready to express it. " On the page, it will be noted " Talk to your doctors" which implies a prescription is needed and will encourage the couple to seek added information from their doctor. TV Ads: TV ads featured during Oprah, Dr. Phil.

These TV programs feature women who place importance on relationships, spirituality and life balance. Also, our target market is women in their 40s-50s who cook their husband's supper as they watch Dr. Phil or Oprah which coincides perfectly with the time at which the ads will be aired. The TV ad can feature Dr. Phil McGraw, worldwide relationship expert, offering a solution for couples trying to maintain intimacy in their relationships. He will emphasize the importance of physical interactions to maintain a healthy emotional state then proceed to praise Cialis for its 36 hours window of opportunity that allows the couple to choose together then the moment is right for them.

Exhibits: Table B Interest in Trying Cialis (%) U. S.

FranceGermanyItalySpainU. K.

Viagra current users90%97%97%58%70%100% Viagra

dropouts8468895270100 Source Lilly ICOS Exhibit 6 Demographic Indicators

of ED patientsDemographic indicatorU. S. FranceGermanyItalySpainU. K.

Age: Mean58. 450. 753. 555.

450. 756. 9 Employment:%%%%%%%% Employed full-time506154546840

Employed part-time4536104 Students <1 <11212 Retired44263535 <144

Not currently employed28732210 Marital Status: Single, never

married7121012157 Married or living together807773747580

Widower223632 Divorced or separated1210148711 Sexual Partner:

Yes869285918687 No1481591413 Attendance at religious Services: Every

week33N/AN/A201413 Once/twice a month11N/AN/A2074 Few times a

year34N/AN/A393435 Never21N/AN/A204549 Education:

Primary95455362959 Secondary242911423917 Post

secondary671734213117 Yearly Income: Low (<~\$25K)217858807653

Mid442337162034 High (>~\$60K)35455413 Source: Lily ICOS Exhibit 7b Key

Drivers Influencing Treatment Seeking USFranceGermanyItalySpainUK Key

Drivers of Seeking Treatment(%) (%) (%) (%) (%) (%) My spouse or sex

partner435036295149 Newspapers or magazines192322272818 TV, radio or

movie commercial15171112 A TV or radio show9221218106 A newspaper or

magazine ad9445147 A friend or relative810714137 Something that was

mailed to me82-113 A sex counselor or psychologist2813112 Pharmacist21

<1494 Telephone/Information help line < 14-52 The Internet1 <13262

Sought treatment entirely on their own303043392334 Source Lilly ICOS documents