



Case Study
**Fresh thinking for established
brands**

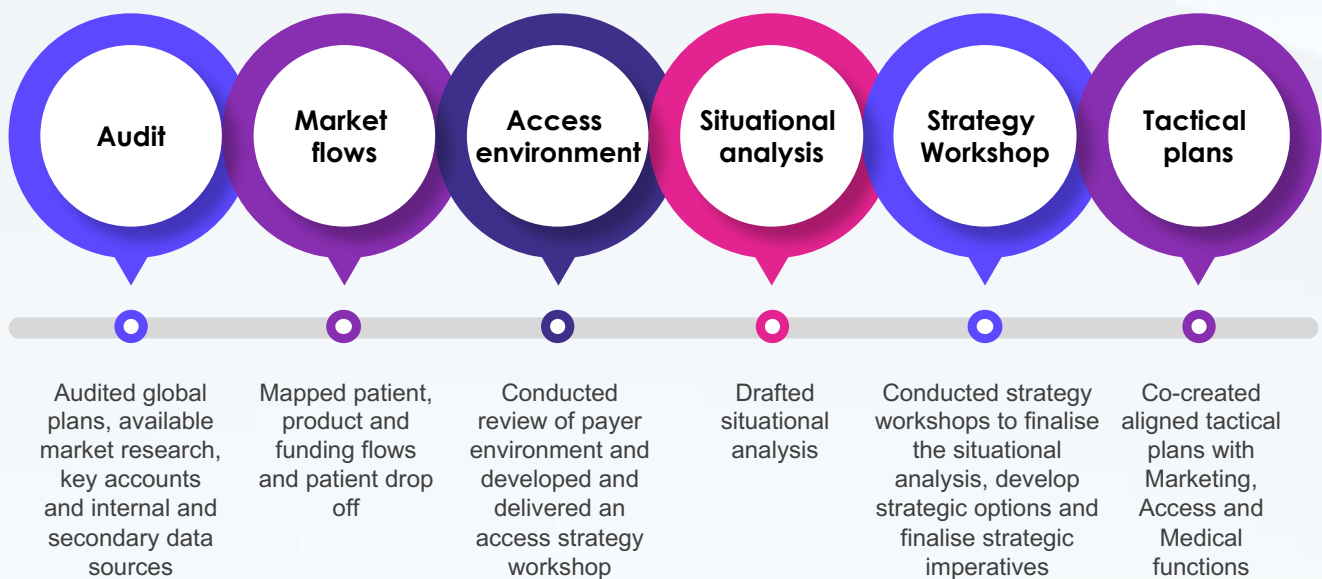


Fresh thinking for established brands

Client's Challenges

- Our client had two two brands within the same therapeutic category, which lacked clear strategies and positioning, despite being in a dominant position
- The client wanted to be challenged and have some fresh thinking as part of the brand planning process
- Final deliverable: Actionable strategic brand plan, including cross functional tactical plans

Our Solution



Outcomes

- Identified that long-term growth could be limited by the funding stream and payer activities to curtail spending in this therapeutic area and developed strategies and tactics to address this in both the short and long-term
- Clearly defined patient segments, customer segments and profiled and prioritised key accounts and assigned clear strategies
- Delivery of a robust and actionable brand plan with clearly defined tactics and responsibility and accountability for delivery

Client Feedback

"The MASS Team rapidly assimilated all available research, global plans and local data, in doing so building a robust situational analysis leading to clear identification of opportunities and threats in the marketplace. Strategy workshops followed a clear and logical process enabling all team members to understand and input, ultimately delivering fresh thinking and a robust plan with clear, aligned tactics and account profiles – Excellent work."

BUD, top 10 rare disease company



Contact Information

For more information please contact:

T: +44 207 060 9055

E: enquiries@mass-team.com

W: mass-team.com

100 Pall Mall
St James
London
SW1Y 5NQ
United Kingdom



100 Pall Mall, St James, London, SE1 Y5NQ, United Kingdom. Tel: +44 (0) 207 060 9055
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