



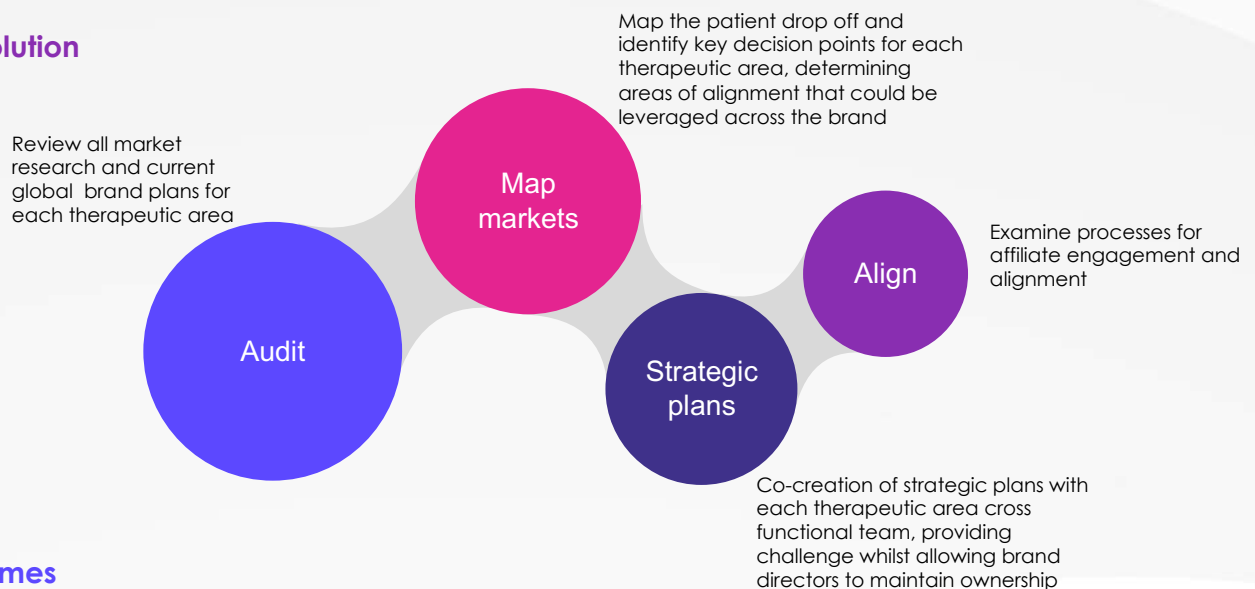
Case Study
**Global strategy to achieve
blockbuster status**

Global strategy to achieve blockbuster status

Client's Challenges

- Client had 3 years before loss of exclusivity (LOE) and needed to maximise their peak sales, setting themselves the target of the brand achieving blockbuster status
- The brand covered five therapeutic areas, with a global brand plan and brand director for each indication
- Client was looking to rapidly improve their strategic discipline within the planning process and across internal stakeholders
- Poor affiliate engagement often leading to countries not following global strategy

Our Solution



Outcomes

- Identified and rectified areas of disconnect between insights, brand strategy and tactical deliverables
- Formulation of actionable strategies across therapeutic areas to address common areas in the patient drop off
- Creation of clear tactical plans, allowing affiliates to understand expectations and what tools would be available
- Creation of LOE strategy
- Identified areas for capability development

Client Feedback

"The MASS Team demonstrated a commitment to hit the ground running, conducted a thorough review of our past and present data and materials and were able to be highly adaptable, allowing them to professionally manage a diverse group of individuals. The project delivered concrete improvements, whilst ensuring brand directors maintained ownership and were given growth opportunities. This project allowed us to take our first steps to achieving marketing excellence."

Acting VP Marketing, Global Specialty Pharmaceutical Company



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Registered in England and Wales No: 06862467 VAT Registration 975 5900 79
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