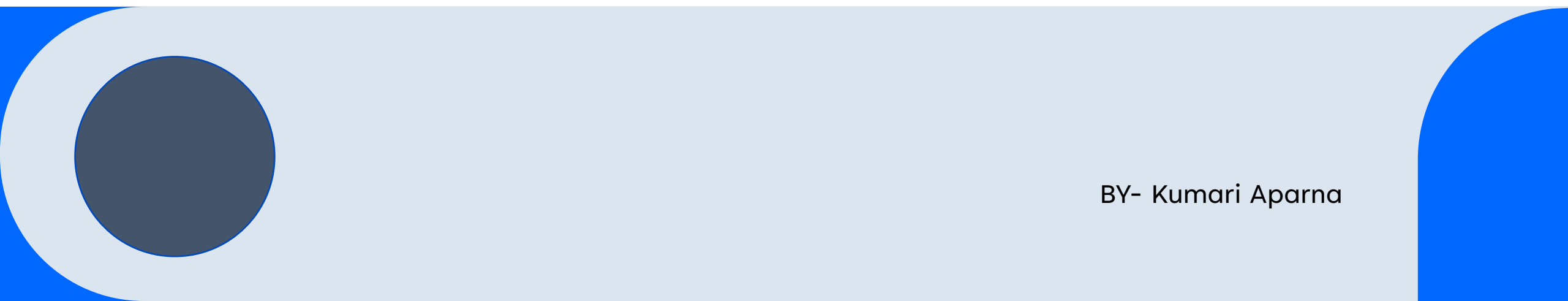




Brand Planning



BY- Kumari Aparna

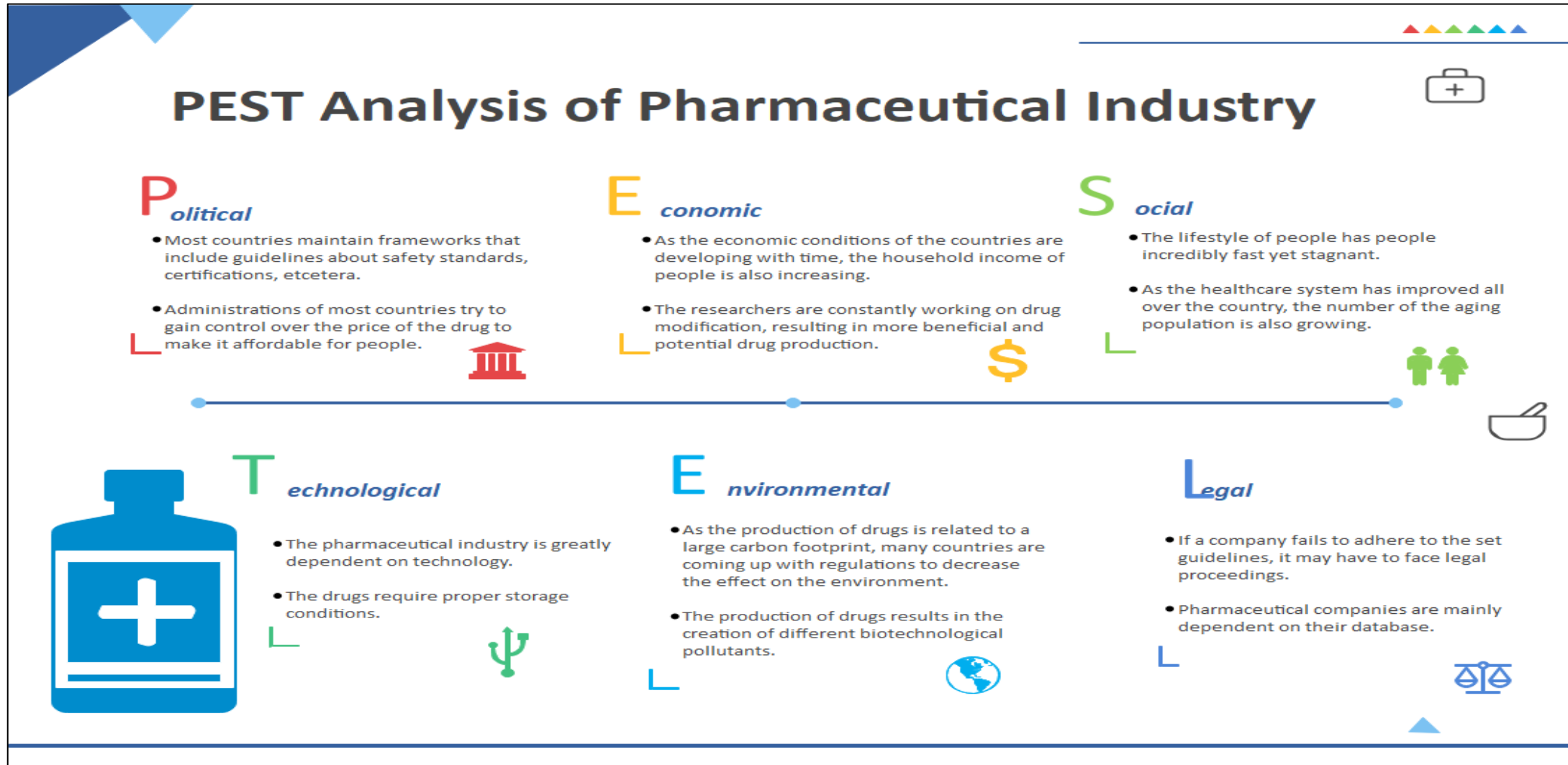
Contents

- Pestel Analysis
- How to develop a brand plan

Pestel Analysis



PESTEL Analysis is a strategic tool used to understand the **macro-environmental factors** that affect an organization or industry. It helps businesses analyze external influences and make informed decisions. Here's what **PESTEL** stands for:



PESTEL Analysis



Political Factors

- **Regulatory Environment:** Solifenacin under India's drugs and Cosmetics Act (CDSCO oversees its approval and monitoring)
- **Government initiatives:** Policies promoting generic drug usage, making traverserie, Solifenacin market dynamics, especially



Economic Factors

- **Market Growth:** The OAB treatment market in India is expanding, driving increased healthcare spending and awareness
- **Pricing and Affordability:** Social stigma around urinary disorders may hinder patients from seeking treatment, affecting me-



Social Factors

- **Aging Population:** India's growing elderly population leads to a higher prevalence in India facilitates better patient education and adherence to medications use
- **Research and Development:** Ongoing R&D efforts aim to improve Solifenacin formulations for enhanced efficacy and reduced side effects



Environmental Factors

- **Environmental Impact:** While specific data on Solifenacin's environmental effects are limited, pharmaceutical manufacturing processes for ecological sustainability.
- **Waste Management:** Proper disposal of medications is essential to prevent metal



Legal Factors

- **Patent Status:** Solifenacin has expired allowing multiple generic manufacturers
- **Compliance and Quality Control.** Manufacturers must adhere to stringent standards and regulations to ensure patient safety

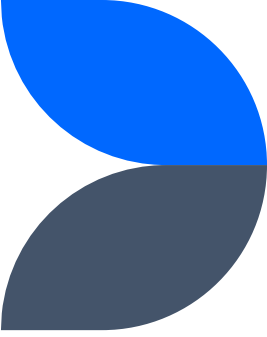
Explaining with the example of molecule given for assignment
i.e. Solifenacin(Antimuscarinic)

- **Political Regulatory Oversight:** Regulated by CDSCO under Drugs and Cosmetics Act.
- **Govt Support:** Policies promoting generics affect brand vs. generic competition.

- **Economic Market Growth:** Expanding OAB (Overactive Bladder) market in India.
- **Affordability:** Generic Solifenacin is widely available and cost-effective.

- **Social Aging Population:** Increasing elderly demographic = more OAB patients.
- **Awareness Gap:** Stigma around urinary issues affects early diagnosis/treatment.

- **Technological Telemedicine Boom:** Helps improve access & compliance via digital platforms.
- **R&D Efforts:** Innovation aimed at enhancing efficacy and reducing side effects.



- Environmental Ecological Impact: Manufacturing sustainability under watch.
- Waste Disposal: Proper drug disposal critical to avoid contamination.

- Legal Patent Expiry: Allows multiple generic players to enter market.
- Compliance: Must meet strict quality and safety regulations.

Learnings

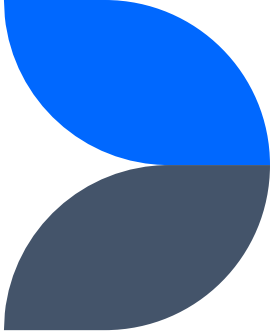
PESTEL isn't just a theoretical tool — it's a real strategic compass. By applying it to molecules like Solifenacin, we can take smarter business decisions, create stronger brand plans, and stay agile in a changing environment.

1. Understand Market Dynamics

- **What We Learned:** Solifenacin's affordability and demand are influenced by economic factors like the rise of generics and healthcare spending.
- **Application:** Businesses can use this to forecast sales, decide on pricing strategies, or determine market entry timing.

2. Guide Regulatory Compliance

- **What We Learned:** Political and legal factors, such as CDSCO approval and post-patent generic status, define the regulatory path.
- **Application:** Companies can use PESTEL to stay compliant, avoid legal risks, and prepare for upcoming regulatory changes.



3. Shape Marketing and Awareness Campaigns

- **What We Learned:** Social stigma around OAB can limit drug adoption despite need.
- **Application:** Use social insights to design awareness campaigns, improve doctor-patient engagement, or launch digital health initiatives.

4. Plan Sustainable Operations

- **What We Learned:** Environmental scrutiny is rising even if the molecule itself has low known ecological impact.
- **Application:** Use environmental insights to adopt green manufacturing practices, reduce packaging waste, and position the brand as eco-conscious.

5. Innovate with Technology

- **What We Learned:** Digital health tools are helping improve access and adherence.
- **Application:** Pharma brands can plan tech-based interventions (e.g., patient reminder apps, tele-consult support) to boost Solifenacin's impact.



6. Strategic Positioning and Risk Management

- **What We Learned:** Changing laws, economic shifts, and social behavior can either be risks or opportunities.
- **Application:** PESTEL helps in anticipating risks early and aligning your brand plan with long-term strategy and adaptability.

Brand Plan



A Brand Plan is a strategic document that outlines how a brand will grow, compete, and connect with its target audience over a certain period (usually 1 year). It is like a blueprint that guides all marketing and promotional activities for the brand.

Why is a Brand Plan Important?

- It helps define the brand's identity. It sets clear goals and direction for marketing.
- It ensures consistency in how the brand is seen and communicated.
- It helps the brand stand out in a competitive market.

KEY COMPONENTS

1. Brand Overview

- Name of the brand and molecule (e.g., Solifenacin)
- Dosage form, strength, and therapy area (e.g., Anti-muscarinic for Overactive Bladder)

2. Market Analysis

- Market size and growth potential
- Key competitors
- Opportunities and challenges (SWOT or PESTEL analysis)

3. Target Audience

- Doctors to be targeted (e.g., Urologists, General Physicians)
- Patient profile (e.g., Elderly patients with OAB)

4. Positioning Statement

- What makes your brand **different or better** than others?
- Example: “Once-daily, affordable relief from urgency.”

5. Marketing Objectives

What do you want to achieve?

- Increase prescriptions
- Raise awareness
- Gain market share

6. Promotional Strategy

- Doctor engagement: CMEs, visual aids, sample distribution
- Patient education: Awareness campaigns
- Digital marketing: E-detailing, WhatsApp campaigns

7. Sales and Distribution Strategy

- Coverage: Which regions/territories?
- Channel: Retail, hospital supply, online pharmacy?

8. Creative and Communication Plan

- Tagline, key visual, brand theme
- Communication message to doctors and patients

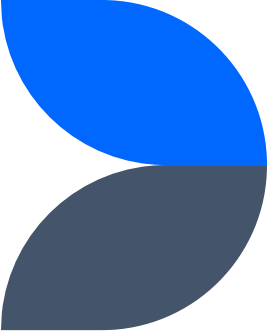
9. Budget and Resource Allocation

How much to spend on:

- Promotions
- Samples
- Digital tools
- Events

10. Key Performance Indicators (KPIs)

- Rx count increase
- Sales growth
- Brand recall
- Doctor conversion rate



Brand plan explained with the molecule solifenacin (Anti-Muscranic)

To create a **brand plan** for **Solifenacin**, an antimuscarinic used primarily in the treatment of **overactive bladder (OAB)**, we should follow a structured framework that covers all essential components of pharmaceutical brand planning. which we will see here

1. Brand Name & Identity

Proposed Brand Name: *Urivex, Vesirest* (something that reflects urinary control or bladder relief.)

Tagline: "Freedom from Frequent Urges"

Brand Personality: Empathetic, Reliable, Discreet

Empathetic means that we The brand understands the emotional and physical struggles of OAB patients and reflects genuine care. In patient leaflets and campaign using soft language like **“we understand the discomfort of rushing to the restroom. You are not alone”**

Reliable means that we as a brand is seen as a consistent, effective, and trustworthy choice by both doctors and patients.

Including phrases like **“trusted by leading urologists”** or **“clinically proven to reduce urgency episodes by X%”** in promotion.

Discreet means that brand respects the privacy and sensitivity of patients suffering from OAB—a condition often considered embarrassing.

minimal and private-looking packaging, avoid awkward terminology; they use **soft language** like **“bladder wellness”** instead of **“urinary leakage”**, Option for **discreet home delivery**

Executive Summary – Brand Plan for Urivex (Solifenacin + Mirabegron)

The brand is built on three core pillars:

- Empathetic** – understanding the emotional burden of OAB and speaking to patients with care and reassurance
- Reliable** – backed by clinical evidence, trusted by specialists, and supported by consistent product availability
- Discreet** – with privacy-friendly packaging and communication that respects patient sensitivity

Market Opportunity:

The Indian OAB treatment market is expanding, currently valued at ₹23.5 crore with a CAGR of ~15%. Key competitors include Astellas, Sun Pharma, Cipla, and Dr. Reddy's. Urivex targets to capture **10% market share in 10 years**, aiming for **₹28 crore annual revenue**, supported by strategic differentiation and strong brand positioning.

Next Steps:

Leverage digital channels, patient loyalty programs, and medical outreach to build awareness, trust, and adoption—making **Urivex** the preferred choice for both physicians and patients in combination OAB therapy.

BRAND PLAN

Executive Summary - Brand Plan for Urivex (Solifenacin + Mirabegron)



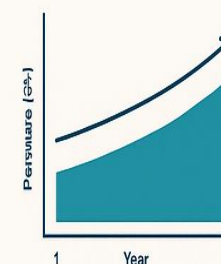
Marketing
Strategy



Target
Market



SWOT
Analysis



Urivex a combination therapy for Overactive Bladder aimed at overreactive bladder patients who have not responded adequately to monotherapy. Brand posiffreedom from Frequent Urges." Freedom from Frequent Urges," locuses IFormula indicating dual efficacy, improved adherence, and quality of life. Marketing strategy promotes clinical benefits to HCps and build emotional connection with patients. Financial projects estimate a 3-year revenue forecast of \$78M with a targeted 28% market share.

Financial Projections

3-year revenue forecast: \$78M
with a targeted 28% market share

Target Revenue

— Market Share



Tagline: "Freedom from Frequent Urges"

Urivex is built around three core traits that resonate deeply with OAB patients and HCPs: Empathy, Discretion & Reliability

"Compassionate support, clinically proven, and quietly delivered."



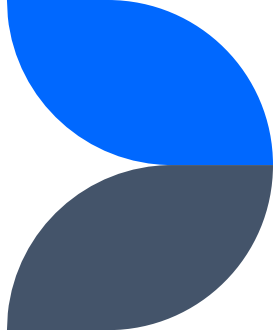
- **Molecule:** Solifenacin Succinate
- **Class:** Antimuscarinic
- **Indication:** Overactive Bladder (OAB) – symptoms include urinary urgency, frequency, and urge incontinence.
- **Dosage Form:** Oral tablets (5 mg, 10 mg)
- **MOA:** Selective M3 receptor antagonist; relaxes bladder smooth muscle

Target Audience

Primary: Urologists, Gynecologists, General Physicians

Patient Segment:

- Age 40+
- Urban women more likely to seek treatment
- Patients with Type 2 Diabetes (higher OAB prevalence)



Market Landscape Analysis

Industry Overview-The OAB drug market is expanding due to lifestyle factors, rising elderly population, and increasing awareness.

Competitor Brands

- **International:** Vesicare (Astellas), Toviaz (Pfizer)
- **India:** Solicept (Sun), Solitral (Intas), Solifen (Cipla), Solifresh (Mankind)
- **Generic Competition** is available in India and pricing here becomes a key differentiator.

Product differentiation is a key focus area

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Effective once-daily dosage• M3 receptor selectivity	<ul style="list-style-type: none">• Dry mouth & constipation• Not suitable for narrow-angle glaucoma patients
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Aging population & lifestyle diseases	<ul style="list-style-type: none">• Other bladder therapies, price erosion

How We Differentiate from Other Generic Brands

Area	Competitor Generics	Our Brand
Brand Identity	Clinical, transactional	Empathetic, reliable, discreet
Packaging	Basic, medical-looking	Minimalist, private-looking, premium feel
Communication Style	Product-focused	Emotion-focused ("You are not alone")
Doctor Detailing	Basic product info	With patient cases, testimonials, real-world evidence (RWE)
Patient Support	None or minimal	Bladder wellness kits, SMS reminders
Delivery Experience	Standard pharmacy delivery	Optional discreet home delivery
Therapy Innovation	Standard solifenacin formulation	Combination Therapy (Solifenacin + Mirabegron), ER/CR Formulations to ensure smoother plasma levels and reduce side effects. Suitable for narrow angle glaucoma patient

Marketing Strategy Highlights

- **Empathy-driven campaigns:** Using soft language that addresses emotional aspects of OAB.
- **HCP Engagement:** Tools like “Comparative efficacy charts”, testimonials from urologists.
- **Digital Outreach:** Content on lifestyle, diet, stigma reduction via YouTube, Instagram.
- **Value-Added Support:** Patient education material, WhatsApp support, refill reminders.

Positioning Strategy

“Urivex is not just a treatment — it’s a discreet, emotionally attuned OAB solution. With once-daily relief, patient-first packaging, and real-world outcomes, Urivex helps patients regain control and confidence, quietly and reliably.”

Differentiators:

- **M3 Selectivity** → Targets bladder-specific receptors, resulting in fewer CNS side effects
- **Convenient Once-Daily Dosing** → Improves compliance and fits into daily routines
- **Cost-Effective Alternative** → Offers similar efficacy as international brands like Vesicare at an affordable price
- **Potential for Combination Therapy** → Future-ready: *Can be co-prescribed or developed with Mirabegron for enhanced symptom control*
- **Novel Drug Delivery Options** → *Extended-release (ER) or controlled-release (CR) formulations* to maintain steady plasma levels and reduce risk of IOP increase
- **Emotionally Resonant Brand Personality** → Empathetic, reliable, and discreet — connects with real patient needs, unlike traditional generic branding

Differentiation Points for Positioning Strategy

Positioning Point	How It's Unique	How to Present It
Emotion-led Branding	Most brands focus only on product info. Urivex speaks directly to the patient's emotional pain points.	"We understand the urgency. You're not alone."
Discreet Care Approach	Competitors don't talk about patient embarrassment. Urivex ensures privacy in packaging & delivery.	"Care that respects your comfort."
Patient Empowerment Toolkit	No brand offers physical or digital support kits for self-tracking or lifestyle tips.	Include a "Bladder Wellness Kit" or mobile tracking card
RWE-based Doctor Communication	Brands rely on published trials. Urivex highlights real-world results and patient experiences.	Share anonymized local testimonials or small in-clinic studies
Therapy Tailoring Guidance for HCPs	Most brands only detail molecule benefits. Urivex helps HCPs with custom therapy suggestions (e.g. when to use combo or switch).	Use visual AIDs: "When to consider combo therapy or mirabegron"
Digital Reminder Program	Other brands don't support adherence. You can launch a basic SMS/WhatsApp reminder service.	Tagline: "Never miss your daily dose"
Community Awareness Campaigns	Most OAB drugs avoid public awareness due to stigma. Urivex can lead subtle campaigns via pharmacists or social media.	Campaign name: "Bladder Balance Month"

- Bladder Health Awareness Week (CSR + awareness).
- Female Wellness Camps in clinics.
- Solifenacin Savings Card for patient retention.
- Voice of the Patient testimonials for doctors.

4P Marketing Strategy

Marketing Mix (4Ps)	Strategy
Product	<ul style="list-style-type: none">- Available in 5 mg & 10 mg tablets- - Special coating for gastric protection - Strip and bottle packaging options
Price	<ul style="list-style-type: none">- Penetrative pricing to compete with generics- - Loyalty program or patient assistance for long-term users
Place	<ul style="list-style-type: none">- Distributed via pharmacies, hospital chains, online B2B platforms (Pharm Easy, Netmeds)- - Focus on both urban & tier-2 city retail chemists
Promotion	<p>To Doctors: - CME sponsorships, Literature comparing with Tolterodine, Darifenacin, Free trial packs, Symptom control curve in visual aid</p> <p>To Chemists: - Trade margins, Monthly incentives</p> <p>To Patients: - Awareness via women's health blogs, OPD posters, Support tools like a "Bladder Diary"</p>



Sales Strategy

1. KAM (Key Account Management): Target top prescribers in metro cities
2. Sales Training: On bladder physiology, Solifenacin benefits vs competitors
3. Prescription Audit Plan: Monitor conversions monthly

Digital Strategy

- Website with symptom checker
- WhatsApp reminders for dose compliance
- YouTube videos: “Urge to Urinate? Here’s what to do”
- Collaborate with urology influencers or healthcare creators



KPIs to Monitor

KPI	Target
Monthly Rx growth	10%
Conversion rate from samples	25%
Repeat purchase rate	70%
Doctor coverage per territory	80%



Financial Projections

Market Overview: India (2024)

- **Market Size:** USD 2.82 billion
- **Projected CAGR (2024–2031):** 54.7%
- **India's Share of Global Market:** Approximately 2.8% of the global Solifenacin Succinate market

Key Competitors & Market Share Estimates

Company	Estimated Market Share (%)	Notable Brand(s)
Astellas Pharma	25%	Vesicare
Sun Pharmaceutical Industries	20%	Solicept
Teva Pharmaceutical Industries	15%	Generic Solifenacin
Cipla	10%	Solifen
Aurobindo Pharma	8%	Generic Solifenacin
Dr. Reddy's Laboratories	7%	Generic Solifenacin
Lupin Limited	5%	Generic Solifenacin
Others	10%	Various Generics

Financial Projections (2024–2027)

Year	Projected Market Size (USD Billion)	Growth Rate (%)
2024	2.82	-
2025	4.36	54.7
2026	6.75	54.7
2027	10.45	54.7

Note: Projections are based on the compound annual growth rate (CAGR) of 54.7%.

Assumptions:

- **Initial market size in India (2024):** ₹23.5 crore for Solifenacin segment (approx. from industry estimates)
- **Annual market growth rate:** ~15%
- **Target market share for Urivex:**
 - Year 1: 1%
 - Year 5: 5%
 - Year 10: 8–10%
- **Average price per strip (10 tablets):** ₹130
- **Units per patient/month:** 1 strip
- **Patients per year per 1% market share:** Approx. 12,000 patients



Thank you