

Task 3: Marketing – Create and present a market positioning strategy

An example presentation script

Presentation length: 1-3 minutes

Audience: Vice President of Marketing at Pfizer

Topic: Brand positioning statement for a new medicine for [choose one: Asthma, Diabetes, Ophthalmology]

Top tip: A great way to format a presentation is thinking about how a newsreader presents the news. Tell the audience what you are going to tell them, 'The headlines', tell them what you want to tell them, 'the story' or 'feature' and then summarise with what you've just told them, 'the wrap up'.

Suggested presentation flow:

1. **Introduce** yourself and your role (Junior Brand Manager for Pfizer's new product)
2. **The Headline:** Today I'm going to be sharing and pitching the brand positioning statement for Pfizer's new product in [insert chosen therapy area].

3. **The Story:** Share your brand positioning statement following the general structure of:

For [insert customer group] who [insert specific need(s) of that customer group that you have identified], the product is used to/for [insert product usage], that [insert specific differentiators/benefits of your product] because [evidence for benefits described] so that [actual benefit to user].

The brand positioning statement template that you have filled out should help guide the information for this section. You should be able to present just one sentence that outlines the positioning statement for your brand.

4. **The Wrap Up:** I'm looking forward to working together with you on this new product. What questions or feedback do you have for this positioning statement? Thank you for the opportunity to present.

Quick Reminder on industry guidelines: For this task it is important to remember that promoting prescription only medicines to the public is prohibited. Promoting medicines with healthcare professionals is strictly regulated and controlled. This means all information shared by pharmaceutical companies and healthcare professionals must be evidenced by scientific data to support any claims made about the medicine. Most pharmaceutical companies in the UK are voluntarily signed up to the [Association of British Pharmaceutical Industries \(ABPI\) Code of Practice](#) which has strict rules on how and what information can be shared about medicines or vaccines. For this task it's important to think about what evidence you could use to substantiate the product benefits and risks you have defined.

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Other Final Country Signatory	Name: Minesh Jobanputra Signature Date: 11-Sep-2024 15:10:42 GMT+0000 Reason: Non-Promotional item certified for use
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