**ClientName** **ProjectName**

**Product Profile Report (PPR)** **Month X, 2013**

|  |
| --- |
| Client Name Project Lead: |
| Title:  E-mail Address:  Telephone Number: |
| Brand Institute Directors: Director1; Director2 |
| E-mail Addresses: E-mail1; E-mail2  Telephone Numbers: Tel1; Tel2 |
| BI Brand Manager: |
| E-mail Address:  Telephone Number: |

Naming Scope: ❐ Rx Brand

BI Services: ❐ Name Development ❐ Trademarks ❐ Linguistics ❐ Market Research

❐ Safety Research ❐ BFQI/BC ❐ FDA Report ❐ Canada Report

❐ EMA Report ❐ J-SCAN Pre-screens ❐ Reg. Consult ❐ Other (*specify*)

**Trademarks**

Trademark Class(s): (*please specify*)

In which countries will this name be trademarked? (*please specify*)

**Marketing and Safety Research**

In which countries will market/safety research be conducted? (*please specify*)

To which agencies will names be submitted? (*please specify*)

Timeline: Creative Start Date:

Trademarks Start Date:

Market Research Start Date:

Expected NDA Submission Date:

Expected Approval Date:

**Rx Brand Name/Branded Generic**

Product Overview:

Drug Class/Classification:

Nonproprietary/Generic Name:

USAN/INN Stem:

Indication(s):

Standard Dose:

Additional Dose(s):

Formulation:

Route(s) of Administration:

Frequency of Administration:

Concept Statement:

Positioning:

Mechanism of Action (MOA): .

Name(s) Under Consideration:

Being Considered By: ❐ FDA ❐ EMA ❐ Health Canada

❐ MHLW (Japan) ❐ Other (*specify*) ❐ Not Submitted

Name(s) Rejected:

Rationale for Rejection:

|  |  |  |
| --- | --- | --- |
| Product Attributes (Rank) | Patient Benefits (Rank) | Physician Benefits (Rank) |
| * XXXX | * XXXX | * XXXX |

Competitive Landscape:

Creative Direction:

|  |  |  |
| --- | --- | --- |
| Key Words/Word Parts/Concepts | Imagery | Avoid |
| * XXXX | * XXXX |  |

Additional Comments: