

# Gallium Market Planning Playbook

Guide for Developing Marketing Plans for New Products



# Introduction

## PLAYBOOK CONTENTS

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## SLIDE



## The Marketing Launch Playbook addresses several key objectives for marketing commercialization process

### OBJECTIVE

Drive consistency of pre-launch marketing activities

Emphasize marketing strategy and activities consistently through development process

Engage relevant stakeholders throughout the launch

Increase analytical rigor and use of customer insight in marketing activities

Define knowledge sharing processes to increase institutional learning of best practices

### Playbook Solution

- Outlines process for completing each launch activity and provides frameworks, templates, best practices and detailed task lists
- Provides in-depth guidelines for 2 key opportunity areas: forecasting and marketing plan
- Align to Catalyst phase gate business reviews.
- Establishes a marketing plan creation and review process to support the completion of marketing-owned launch activities
- Clearly defines participation by various stakeholders in completing each task within the launch activities
- Provides templates for documenting the assumptions and data sources that support launch decisions, and establishes a process for reviewing and changing assumptions throughout the launch
- Identifies specific points in the process to incorporate customer insight
- Establishes a clear marketing plan process to standardize the processes and outputs for each launch activity
- Creates a centralized repository for marketing launch documents, facilitating knowledge sharing within marketing and across functions

The EW CC Marketing Plan details all the information needed to complete each activity in the launch process

## Commercialization Activities

Opportunity Assessment

Competitive Intelligence

Lifecycle Management

Forecast

Market Development

Pricing & Reimbursement

Branding

Segmentation & Targeting

Positioning

Value Proposition

Messaging

Marketing Mix

Go-to-Market Strategy

Launch Material Development

Sales Channel Education

Launch Tracking



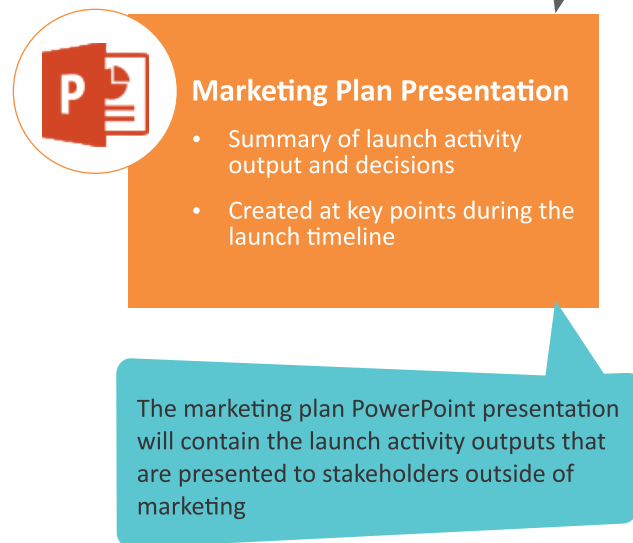
## Marketing Plan

The marketing plan is a living document containing all the key inputs, outputs, and decisions for each launch activity

## The marketing plan consists of two separate documents, each serving a distinct purpose



The slides used in the marketing plan could be used for the Catalyst stage gate presentations if the level of information is appropriate



The Global marketer will use the information contained within the marketing plan detailed document to complete the marketing plan presentation when necessary

Each marketing plan PowerPoint presentation will contain the same key sections for every checkpoint

## 1 Activities to Review

- Completed framework slides for all activities being reviewed
- Documentation of all decisions and assumptions associated with these activities

## 2 Changes from Last Meeting

- Updates on decisions made during earlier launch phases
- Changes to assumptions, with rationale for why the changes were made

## 3 Appendix

- Detailed list of decisions that have been made throughout the launch

## Marketing Plan Presentation

Additional details about each launch activity will be captured in the marketing plan Word document

## Symbol definitions represent key elements of the launch throughout this deck

### Launch Elements

#### Activity

Launch activity that is part of the marketing plan (e.g. positioning, value proposition, etc.)



SC Review Meeting

One of four formal Steering Committee review meetings at which activity outputs are reviewed (pre-DA, pre-RR, pre-LR, pre-PCR)



SC Interim Checkpoint

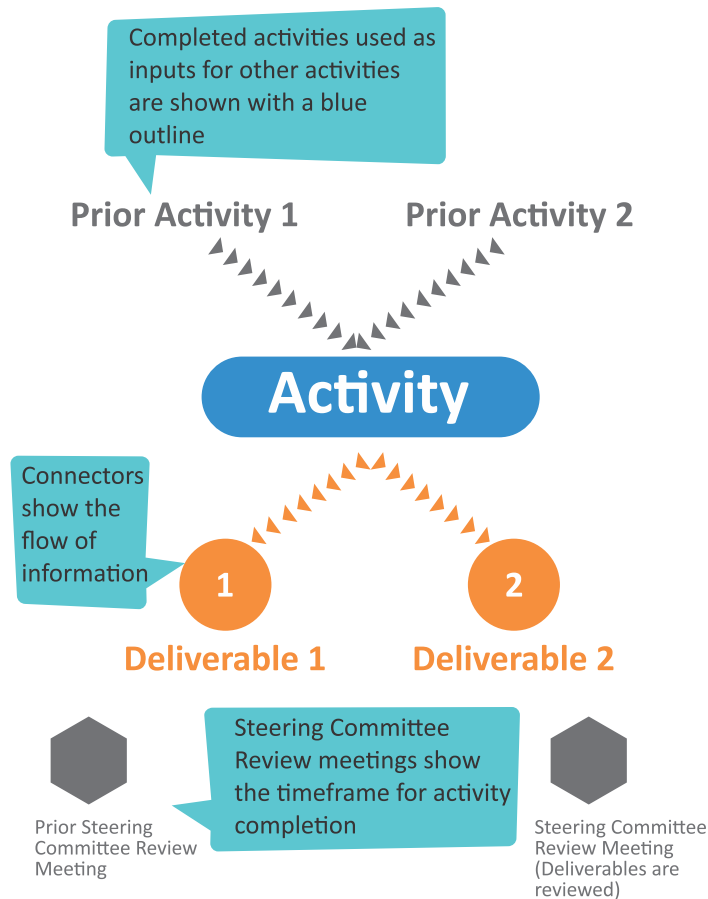
Scheduled checkpoint between main Steering Committee review meetings to sign-off on key activities



Deliverable

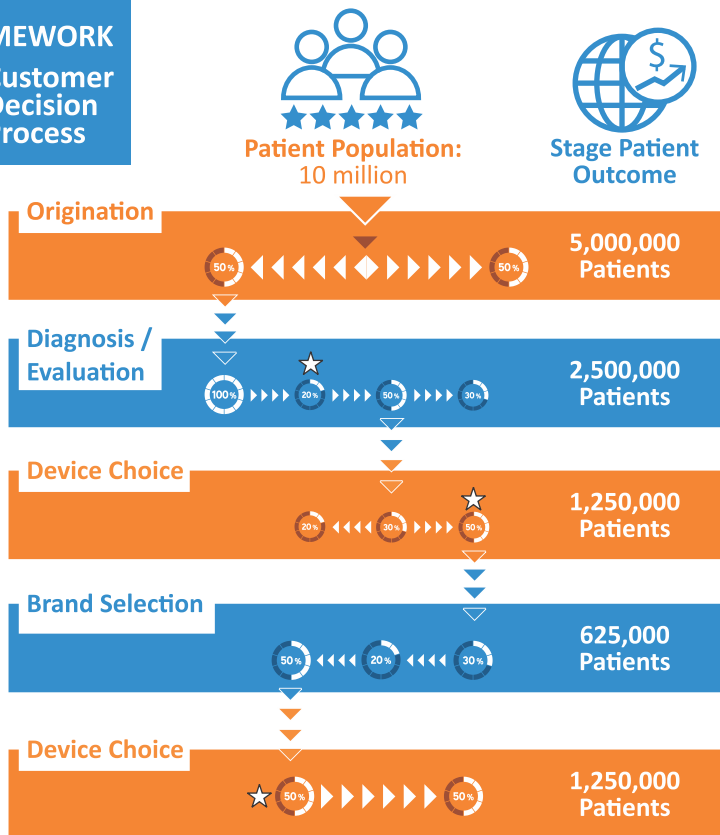
Output of the launch activities (e.g. positioning statement, final forecast model, etc.)

### Example Process Diagram



## FRAMEWORK

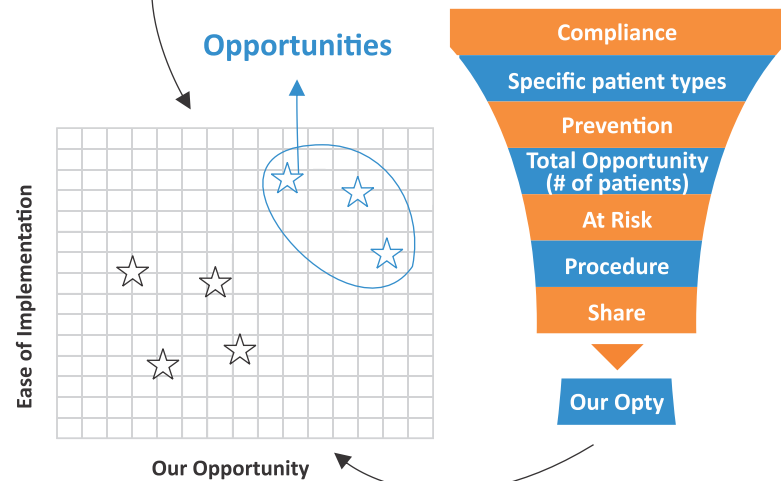
## 1 Customer Decision Process



☆ Leverage Points / Usage Drivers

## FRAMEWORK

## 2 Product Opportunity Chart







53  
143  
204



246  
140  
46



92  
198  
208



157  
152  
202



96  
96  
98