



December 4th , 2012



Marketing Communications, Strategy & Theory

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Disclosure

- I have no financial interest in any of the products, brands or companies that I may mention during this presentation

Copies of this presentation....

- Are available @ www.catalytichealth.com/articles-insights/



Rohit Khanna is the **founder & Managing Director of In Vivo**-- a leading healthcare communications, advertising & strategy agency based in Toronto with satellite offices in Montreal, Boston, and London.

With close to 20 years of client experience in sales, marketing and commercial operations, Rohit works with pharmaceutical, biotech and medical device companies to help their brands achieve maximal awareness, adoption and utilization. Rohit has helped launch, develop strategies and promotional tools for medical device companies who work with a wide variety of surgical specialties. He has also worked with clients to launch or re-stage numerous brands into the pharmaceutical marketplace.

An accomplished strategic thinker, Rohit has written dozens of articles on issues and subjects pertaining to healthcare in the 21st Century. He is a **conference reviewer** for the **American Marketing Association (AMA)**--providing input to help shape conference programs. He is also a **project advisor** to the **Queen's School of Business** and **Johnson Graduate School of Management at Cornell University** where he oversees life-science related projects from Executive MBA students.

Rohit is a contributor to both **Pharma** and **Pharmaceutical Market Europe**--monthly print publications providing insight, commentary and analysis on issues and hot topics that affect the way life-science companies address the ongoing challenges of today's complex markets. He also contributes a **monthly online column to PMLive** which serves as the digital channel for Pharmaceutical Market Europe.

He is an active board member of the Board of Directors of the **Ontario Pharmaceutical Marketing Association (OPMA)** and has **guest lectured at Business Schools** on the subject of Marketing Communications, Strategy & Theory and spoken at **TEDx** events on the subject of healthcare. He has also served as a **facilitator/mentor** for the **3DS Conference at Tufts School of Medicine** where young innovators and entrepreneurs are invited to present new startup ideas in the field of healthcare.

Rohit holds a **B.A. in Psychology from McGill University**, an **M.B.A .from Queen's**



Why communications is important.....

- <http://www.youtube.com/watch?v=ecy3RwHmVks>

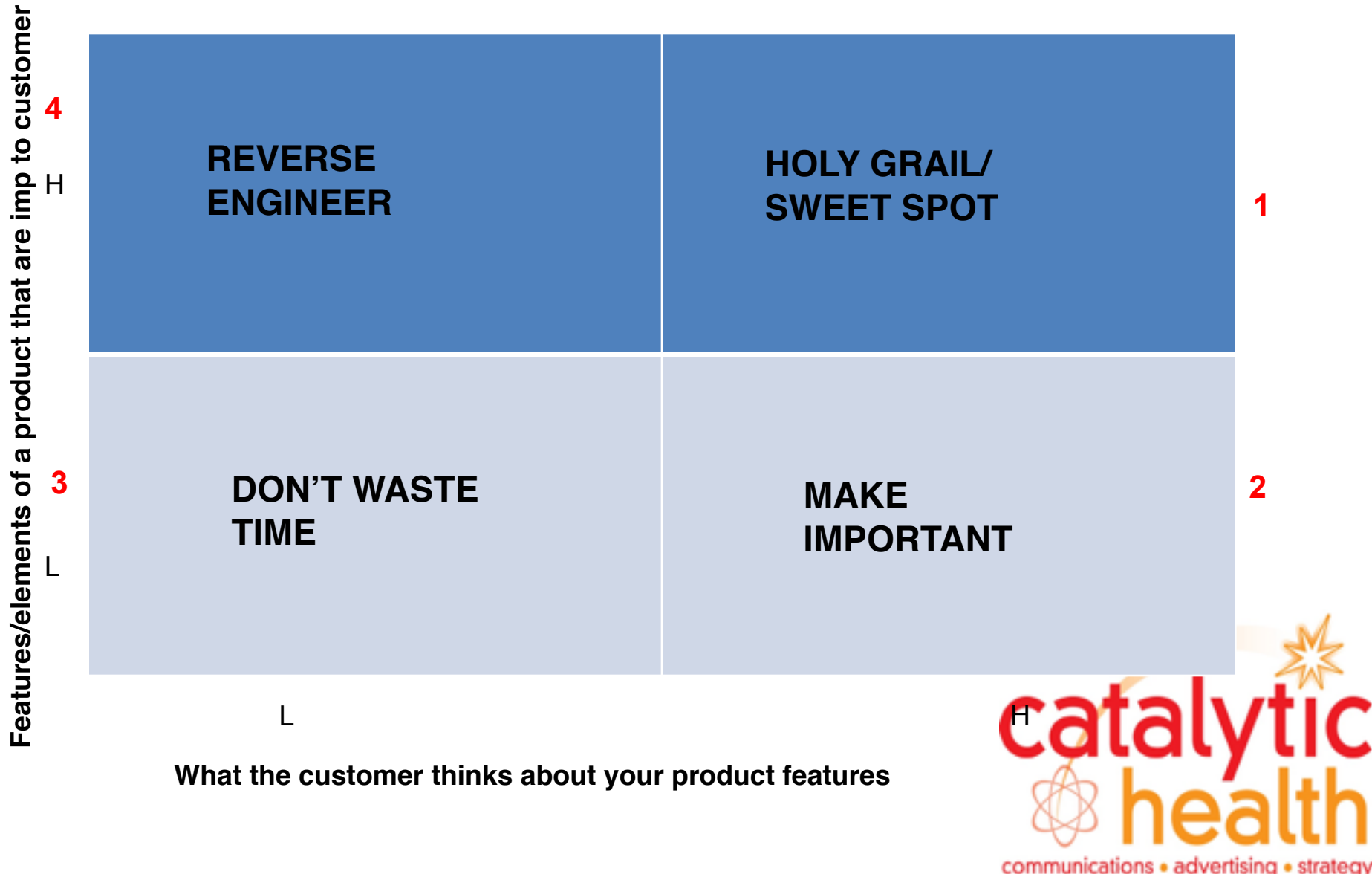
Agenda for Today

- **Strategy**
- **Your goals as a Marketer**
- **The Voice of Customer**
- **Positioning**
- **Segmentation**
- **Social Media**
- **Product Naming**
- **Communicating Innovation**
- **It's A Digital World**
- **Emotologic Campaigns**

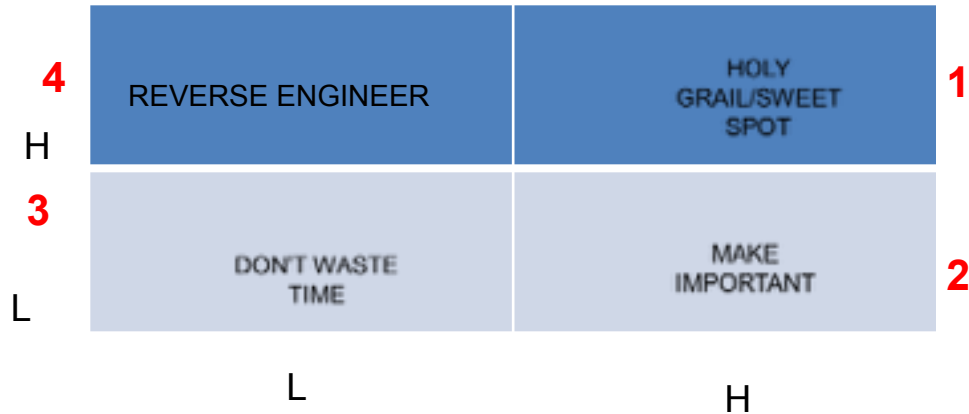
Strategy

- Porter article, 1996, HBR entitled “What is Strategy”
- If you engage in similar activities as your competitors--but you do them better—that’s not strategy!!
- Strategy is about doing things differently from your competition

A way to think about your goals as a marketer



A way to think about your goals as a marketer



- Kellogg's Raisin Bran
- Listerine Mouthwash
- Nike

The Voice of Customer

(a.k.a. Market Research)

- **If your marketing communications strategy doesn't flow out of research, then how do you know if what you're directing at your customers is even relevant?**
- **Fatal flaws of research:**
 - **Extrapolating to a wide(r) base**
 - **Blue & Red**
 - **Not gaining insight from non-users**
 - **Not thinking about the business problem**

Something to think about.....

- **211**

Positioning

- **One of the ‘pillars’ of marketing communications, strategy and theory**
- **We’re trying to ‘slot’ our brand in the minds of consumers; find a little crevice/nook/cranny where the brand can live**
- **The 3 “Ds” of positioning**
- **The fundamental error of positioning**

Segmentation

- <http://www.youtube.com/watch?v=zCf46yHzSo>
- **Always be Segmenting!**
- **Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs (and/or common desires) as well as common applications for the relevant goods and services¹**

¹Source: http://en.wikipedia.org/wiki/Market_segmentation

A segment is only a segment if.....

- **It is possible to measure.**
- **It is large enough to earn profit.**
- **It is stable enough that it does not vanish after some time.**
- **It is possible to reach potential customers via the organization's promotion and distribution channel.**
- It is internally homogeneous (potential customers in the same segment prefer the same product qualities).
- It is externally heterogeneous, that is, potential customers from different segments have different quality preferences.
- It responds consistently to a given market stimulus.
- It can be reached by market intervention in a cost-effective manner.
- It is useful in deciding on the marketing mix

¹Source: http://en.wikipedia.org/wiki/Market_segmentation

The Social Network

- **The power of peer-to-peer influence**
- **Single greatest driver of product adoption**
- **Movies and Restaurants and, more recently Apps**
- **Trusted sources form the basis of social media**
- **Very rarely can it be scripted or canned; very rarely can it be accomplished thru endorsement**

The Social Network

- The power of peer-to-peer influence
- 30 years ago
- It was dangerous to disappoint a customer with a sub-optimal product experience
- Mrs. Jones would tell Mrs. Smith at the community barbeque or the bridge club
- Speed and Scale did not exist → it took a long time to 'get the word out'

The Social Network

- Today
- It can be fatal to disappoint a customer with a sub-optimal product experience
- Bob tweets Emma → Emma texts Ava → Ava posts info on her facebook page → and on and on and on
- Speed and Scale move at lightning speed → it takes a blink of an eye to get the word out

The Social Network

- **What's the implication?**
- **As marketers/companies:**
 - **You need to ensure you have a plan to address negative product experiences**
 - **You need to be aware of how to leverage positive customer experiences**
 - **You need to understand where your customer 'live' socially (Facebook? Twitter? LinkedIn? You Tube?)**

Something to think about.....

- **As marketers, you don't need to be right. But you need the right answers.**

What's in a name?

- **The actual name of a brand conveys so much about the product—sometimes people don't spend enough time thinking about it**
- **What does the brand do? How do you want your brand positioned in your consumer's mind? How do you want your customers to feel?**
- **The Process**
- **Develop concepts (logos/tags/fonts/colours)**
- **Test**
- **Culture 'Check'**

Branding/Naming (cont'd.)

- **A cool example of the branding/naming 'path'**
- **The Tiger**
 - **synonymous with virility and sexual prowess**
 - **Conceptually thought of as 'powerful'**
 - **Linked with stamina**
- **Does anyone know the Sanskrit word for tiger?**

Branding/Naming (cont'd.)

» **vyāghra**

Innovation

- **Tough nut to crack....**
- **Everyone wants to ‘monetize’ innovation; everyone wants to convey innovation (i.e. Apple)**
- **We specialize in healthcare; even tougher in this arena**
 - **who’s paying for the drugs/device**
 - **who is your ‘innovation’ message being communicated at?**
 - **Ask 100 future patients**

Innovation (cont'd.)

- **‘Regular’ products are not as difficult...easier because you know who’s paying and who to direct the message to**
- **Easier doesn’t mean easy....**
- **Callaway vs Nintendo**
- **Things to watch out for**
 - **ASP**
 - **Consumer ‘comfort’ zone**
 - **Evolution vs revolution**

Something to think about.....

- **100% of all marketers are trying to figure out which 50% of their budget is being wasted**

It's a Digital World

- **As a marketer, these digital issues should keep you awake at night!**
 - **On-line content = off-line content**
 - **The difference between desktop & mobile— functionality and user-friendliness**
 - **Dynamic or static**
 - **Analytics**

Emotion or Logic?

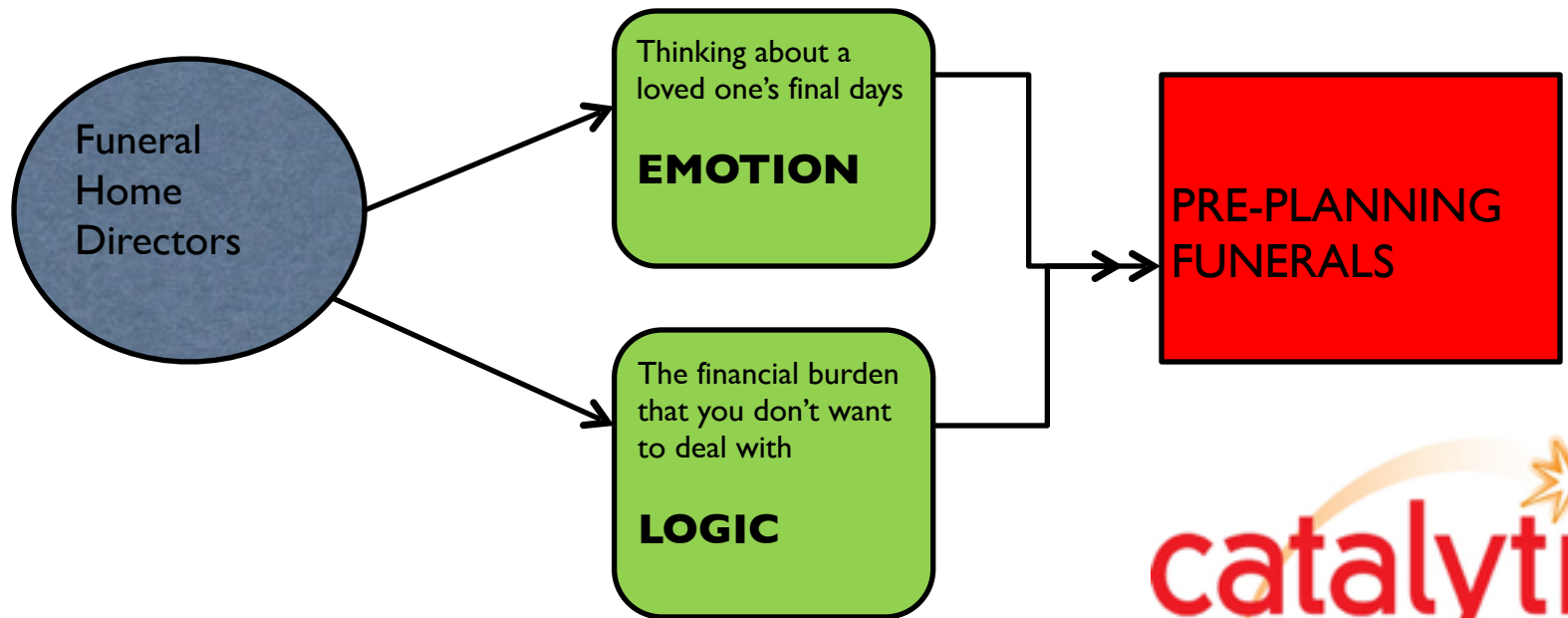
- Marketing communications is about creating either an emotional connection or a logical one
- Or both
- A generation ago, cars were purely an emotional buy

Colour	Red	Black
Make	<i>Mercedes</i>	<i>Mustang</i>
Model	<i>Convertible</i>	<i>2-door hard top</i>

- Today, the 'logical' link has appeared in car commercials.... fuel economy, safety, etc.

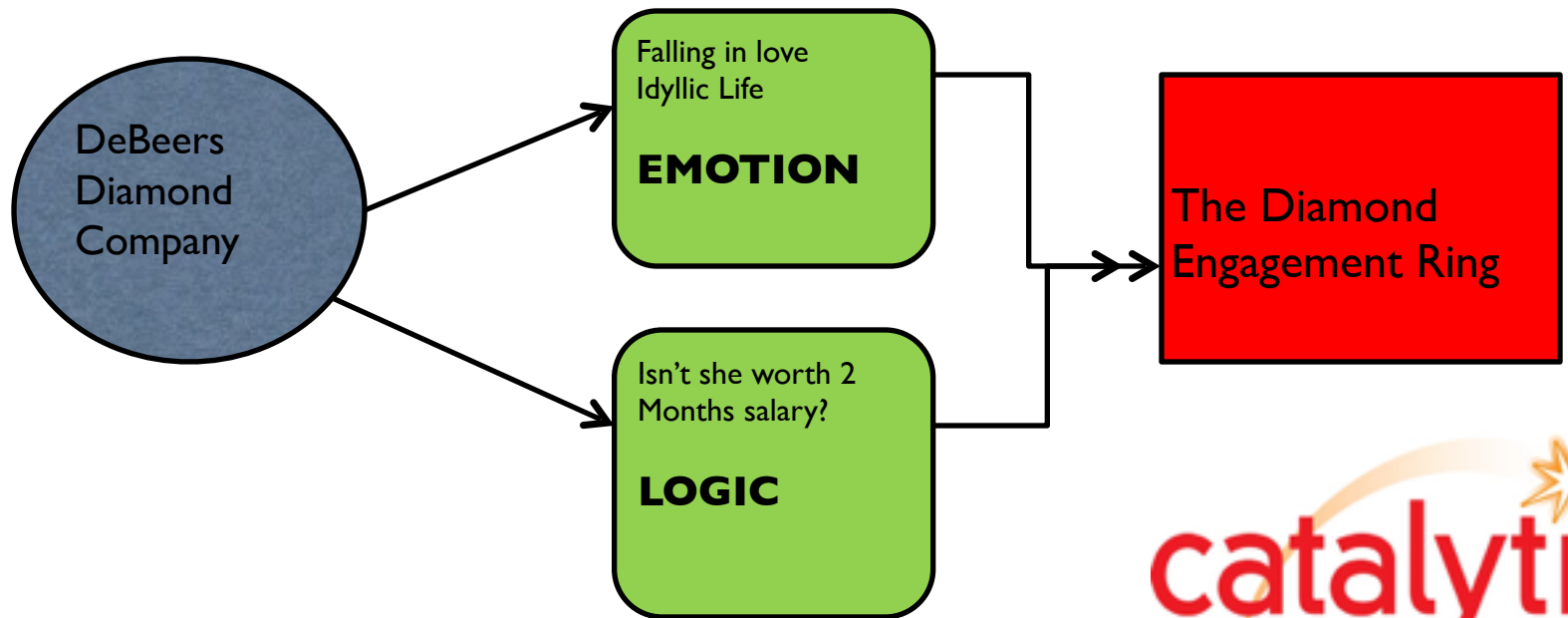
Emotion or Logic?

- An industry that has combined both successfully:



Emotion or Logic?

- A company that has combined both successfully:



How did we do?

- **Strategy** ✓
- **Your goals as a Marketer** ✓
- **The Voice of Customer** ✓
- **Positioning** ✓
- **Segmentation** ✓
- **Social Media** ✓
- **Product Naming** ✓
- **Communicating Innovation** ✓
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- **For more information about our services, our philosophy and client testimonials, please visit us at www.nvvo.ca**

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