

Case Example: Brand Planning

Comprehensive indication specific brand plans

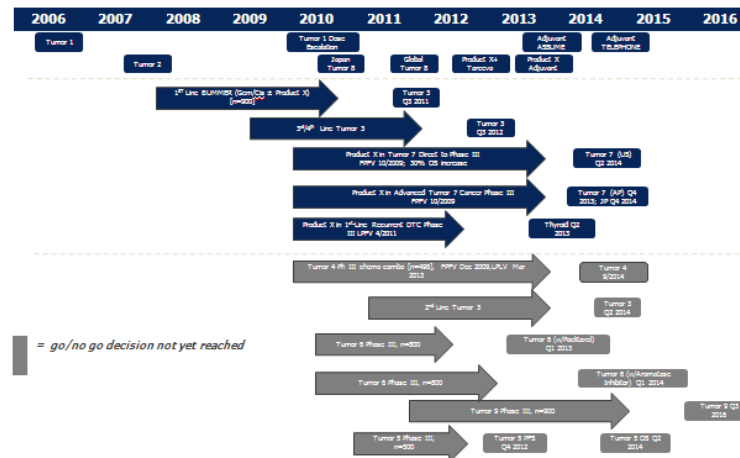
Situation

- A top 5 pharmaceutical company approached Trinity to build a "Brand Plan" for their oncology therapeutic within each launched and late-stage indication. The company required a plan that could serve multiple purposes, outline brand strategies and tactics, and combine all product-specific and indication-specific material in a centralized document.

Approach

- Using internal guidance on document structure and needs, Trinity developed a comprehensive Brand Plan for said oncology therapeutic within six indications (2 currently labeled and 4 prospective). Each document outlines current brand and market dynamics, patient segmentation, sales tactics, strategic brand objectives, key activities to reach objectives and expected outlook for upcoming year (all developed in concert with Trinity).

Product X Development Timeline



Result

- The final Brand Plan is a compilation of all available information and was used to create spin-off documents. The client now has a structure in place to develop and update each Brand Plan annually, allowing them to stay focused on brand initiatives and performance measurement. Trinity continues to work with the client on their annual brand planning process.

