



MARKETING EFFECTIVENESS FOR A GLOBAL PHARMA COMPANY

THE CHALLENGE

- To Assess the impact of different marketing activities on sales for a global pharma major.

BRANDSCAPES APPROACH

- Brandscapes Marketing Mix Modelling (MMM) provided directions for the following key business questions:
 - Contribution of each marketing activity to sales
 - Sales elasticity to spends on each activity including saturation point
 - Efficiency of spends for each activity
 - Role across various marketing activities
- A simulator helped develop the optimal spend mix & recommended budget allocation.

MARKETING ACTIONS

- The analysis helped the Client identify the most suitable marketing channels (Detailing, in-clinic, digital...) to achieve their marketing objectives and maximise returns.
- They were able to optimize spend levels in the context of their market and organization realities.

OUTCOME

- Optimisation of marketing spends to maximise ROI from each activity, within the same budget