

Product launch strategy for European biopharmaceutical company

Identified geographical concentration of demand

Designed optimal distribution channel configuration

Developed effective marketing, promotional and communication strategies

CLIENT CHALLENGES

- A top European [biopharmaceutical company](#) with a well-diversified portfolio wanted to build an optimal product launch strategy in a number of Asian countries
- Key challenges were:
 - Developing a roadmap to plan the launch in these [Asian](#) countries
 - Scarcity of data availability in these countries
 - Building strategies based on responses from multiple stakeholders
 - Interviewing distribution channel partners to build strategy

OUR APPROACH

- **Competitive analysis:**
 - Conducted detailed studies on competitors' products within the same product category
 - Benchmarked the client vs competitors in terms of product features, pricing, reach and brand value
- **Surveys and interviews:**
 - Conducted detailed customer surveys to identify unmet customer needs and devised relevant strategies for the client to address these needs
 - Interviewed channel partners
- **Strategy designing:**
 - Identified key [marketing strategies](#) launched by competitors and assessed their impact on the target audience to propose best-in-class strategies

IMPACT DELIVERED

- Built a staggered launch strategy based on geographical concentration of demand
- Advised on optimal distribution channel configuration
- Developed effective [marketing](#), promotional and communication strategies for medical practitioners, wholesalers and retailers

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 650 financial institutions and consulting companies through a team of over 6,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.