

# Brand Performance Optimisation

## Innovation in building global healthcare brands

**The healthcare market is changing. New challenges facing the industry are driving the need for a new approach.**

Trust us to deliver the right solution to optimise performance across key markets. We have developed an innovative, holistic, global approach to brand performance optimisation exclusively for the healthcare industry. In a climate where:

- Fewer new molecules are in pipelines
- More stringent regulation means a longer lead time to market
- In-line brands are expected to provide longer revenue and profit streams in highly competitive markets
- Risk-management and drug safety issues are high on the political agenda
- Patients are transforming into healthcare consumers and demanding greater involvement with their treatment

Our suite of tools embraces these challenges for the healthcare industry and has been designed to provide a comprehensive assessment of the performance of your brands - your company's business assets. Proven methods, some previously unavailable in healthcare, have been incorporated to provide enhanced insight and actionability. We deliver a clear understanding of your brands' power in the market and minds of your customers - the essentials for building global healthcare brands.

### Brand Performance Optimisation

In a world where differentiation of brands is vital to drive revenue, brand research needs to evaluate the whole of the brand, from its emotional heart, through to the attributes that underpin its clinical functionality. We have drawn upon the most current marketing science to provide the pharma industry with actionable information to optimise and monitor performance to drive the success of your brands.



At the heart of BPO is our brand-tracking component, which encapsulates the relevant information to drive brand sales. Key Performance Indicators facilitate benchmarking against competitors, the market and other countries.

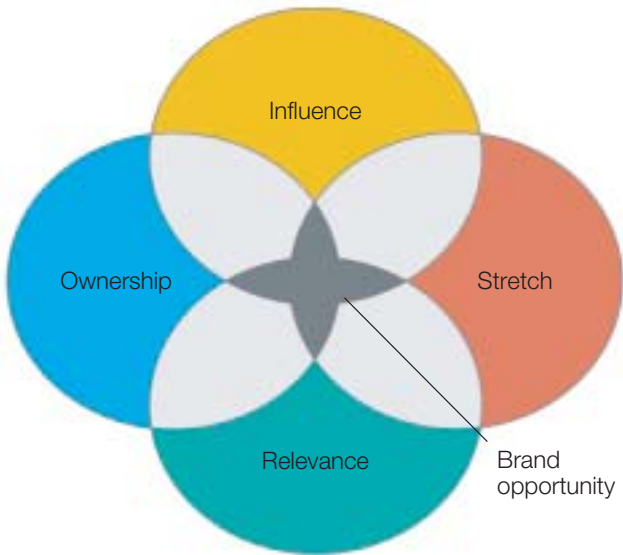
The BPO design efficiently integrates key metrics for each stage of a brand's success:

- Penetration and salience
- Factors driving brand differentiation
- Commitment
- Dynamics - future brand usage
- Value for money

These Key Performance Indicators (KPIs) drive a clear understanding of:

- Market equity
- Customer equity

## Brand strategy development



Brand strategy is developed by using an analytical framework - called the brand foundation - that helps assess and integrate captured information through the lens of four key pillars/analytical frames of reference.

To fully understand how the brand is working we assess each of the following attributes:

- The emotional hooks that differentiate brands
- The personality that breathes life into a brand
- The functionality that supports prescribing
- The customer needs the brand satisfies
- Marketplace needs that are not being satisfied
- The physical attributes that make a brand function
- Effectiveness and power of market activity

Focusing on helping you to optimise performance:

- Consultative approach ensures all business needs are met
- Actionable recommendations
- Offers truly global and local applications
- Key Performance Indicators (KPIs) to aid interpretation
- Clear, interactive dashboard reporting
- Designed exclusively for the Healthcare market
- New Product Development (NPD) and Lifecycle Management modules and applications
- Proven analytics for all measures, including commitment, customer satisfaction, brand personality and emotional response
- Toolkit approach for complete flexibility
- Forecasting and modelling facilities

Our Brand Performance Optimisation programme has been designed with flexibility in mind. Its modular approach means you can tailor the tracking to meet your unique needs with marketing science's best practice solutions. Whether your needs include a detailed evaluation of communication evaluation or rep activity, our approach has the flexibility to encompass all factors that impact on your brand's success.

## About TNS

TNS is a leading global provider of market information. We collect, analyse and interpret information to help our clients better understand the needs and wants of their customers. We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. We are also one of the leading providers of social and political polling. From our global network, which spans 70 countries, we provide local expertise and knowledge, together with internationally consistent information and analysis to multi-national organisations.

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