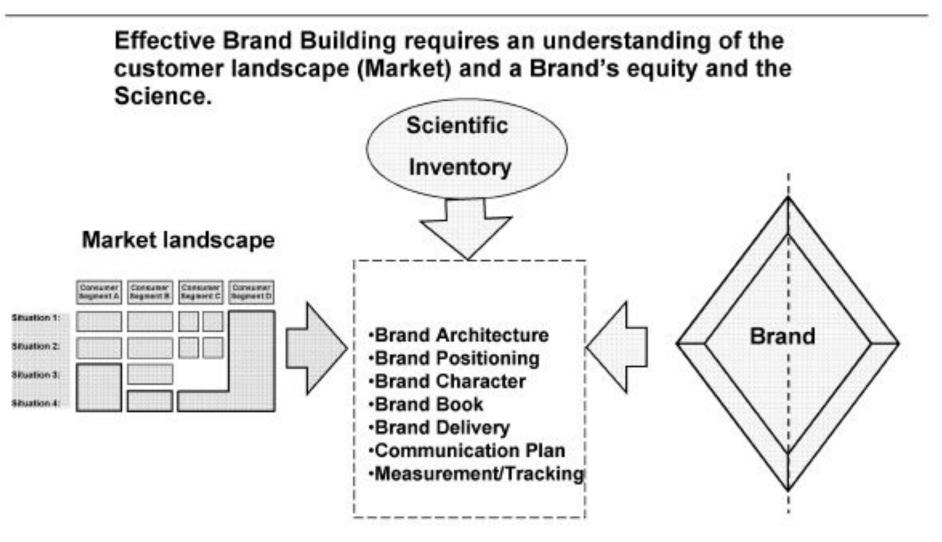
Market & Brand & Science



Brand Equity Model



Living the Lilly Brand

Innovation

Medical / Clinical Data

Active listening and responding

Reliable and Trustworthy

Lilly UK

• Diabetes • Coronary Heart Disease • Schizophrenia • Cancer

• Bipolar Disorder • Erectile Dysfunction • Severe Sepsis • Osteoporosis



Medication is an essential component in the treatment of mental illness. But it isn't the only answer. The right medication can enable a strong **therapeutic alliance**, to help the **physician** and the **patient** establish a solid treatment foundation and stay on course. That's why we believe a **reliable medication** can give you both a better chance to reach your goals - **together**. Market research showed that our target physicians have one primary goal for their patients: to help them progress as far as they possibly can. Physicians told us that pharmaceutical companies often present their products as the answer in the treatment of mental illness, but that this is not the case in actual practice. In order to reach the most successful outcomes, physicians identified a crucial element: the establishment of a strong, trusting relationship between themselves and their patients. This relationship is known as a "therapeutic alliance."

The best way to communicate the new brand promise to physicians was carefully researched. Based on physicians' responses, illustrated metaphors were deemed the most appropriate way to represent the role of ZYPREXA in enabling therapeutic alliance. Across the brand, a physician and patient are seen working together to overcome an obstacle with the help of ZYPREXA, which is represented by a purple "Z." While ZYPREXA's presence is the focus of each illustration, the role

> of the drug is not overemphasized. Rather, the relationship between patient and physician is represented as the most important way to overcome the obstacle. Hope for the future is represented by blue sky and green landscape. Careful consideration was given to market-specific disease state, illness severity, and future promise in choosing metaphors and creating the illustrations.

ZYPREXA the Brand A Therapeutic Alliance

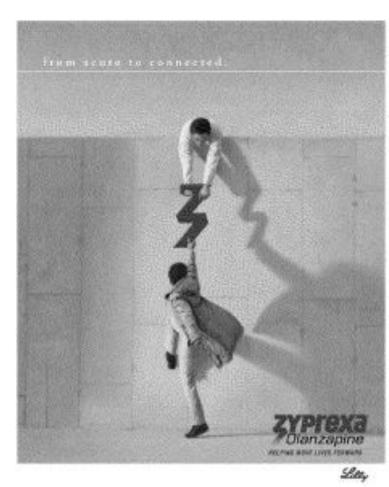
Proactive

Advancing Treatment

Trusting Relationship

Acting Responsibly

Managing the Disease



Why use Segmentation?

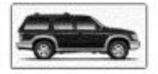
Customer: "The more I know you care about me, the more I care about what you know."

Because: •Not all customers are the same!

It identifies groups of customers who share common traits.

 So we can tailor our approach to each segment appropriately. (STP)

Example of Segmentation



If you were a car salesman, you would want to know what to say & how to approach your customers when selling a Ford Explorer.

SEGMENT A

SUV Decided Definitely going to purchase an SUV, but what brand?

Right Approach: • Sell against other SUV's, encourage test drive Wrong Approach: • Sell against sedans and

minivans

Message:

Explorer is the best SUV

SEGMENT B

Seeking Family Car Hasn't decided what kind of car is best for the family

Right Approach: • Stress safety, storage, bad weather, and visibility benefits over cars and vans Wrong Approach: •Sell against other SUV's

Message:

 Explorer is the best family vehicle

SEGMENT C

Adventure Seeking

Plans to use the car for weekend/ recreational use

Right Approach:

 Sell against other SUV's and trucks stressing towing and off-road capabilities
 Wrong Approach:

· Sell against sedans

Message:

 Explorer is the best all around recreational vehicle

The Importance of Neuroscience Segmentation



"I don't mind using higher doses or trying something new if it gets the job done. My patients have serious problems that require the latest medical developments so I don't have time for a sales rep who comes in with outdated information."

Dr. Cruise

· Have you met someone like Dr. Cruise?

How would you describe him to a new representative?

 How might an early understanding of his segment type help build a stronger relationship?

· What could happen if you came unprepared for this type of doctor?

We'll talk more about Dr. Cruise later.

The Importance of Neuroscience Segmentation

"One mistake could cause irreparable damage and I could be sued. I usually check with my colleagues to see how things are going before trying new medications. Even then I rely on my own diagnosis procedures."



Dr. Stable

Have you met someone like Dr. Stable?
How might an early understanding of her segment type help build a stronger relationship?
What would happen if you used the same approach that you used with Dr. Cruise?

We'll talk more about Dr. Stable later.

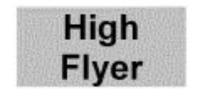
Neuroscience Segmentation is...

Division of neuroscience customers into segments that have common traits like: attitudes & behaviors about treating neuroscience diseases...

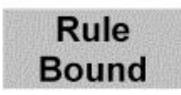
&

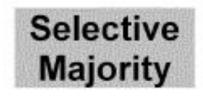
... as a result each neuroscience segment requires a different marketing strategy tailored to their common attitudes & behaviors toward treatment

What are the Neuroscience segments?

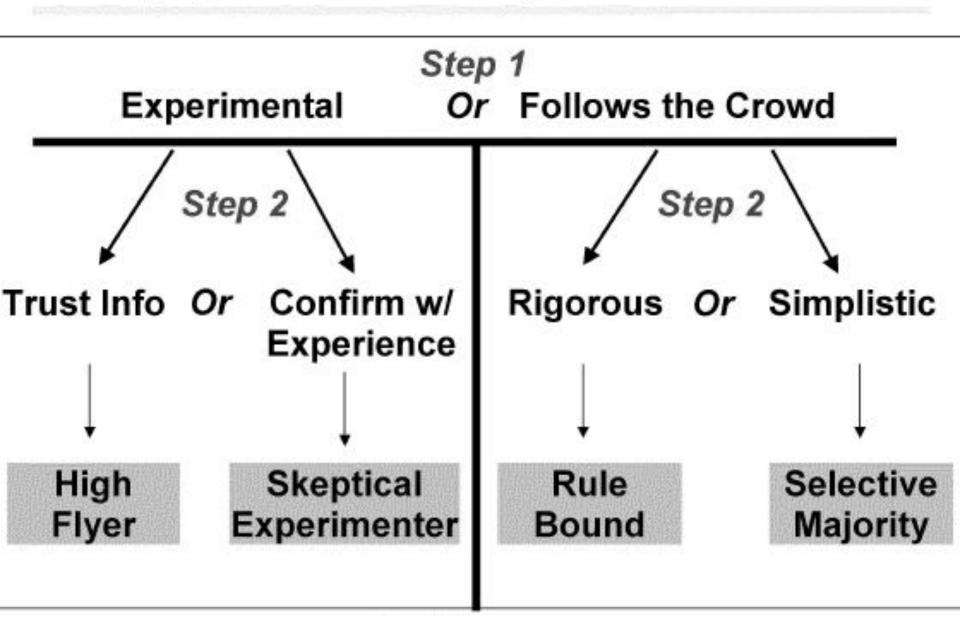


Skeptical Experimenter





Identifying Neuroscience Segments



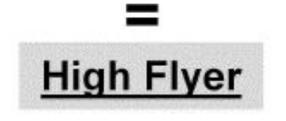
Identifying High Flyers

Experimental:

- Uses Higher Doses
- First among their peers to try medications when they first enter the market
- First among their peers to try new uses of medications

Trust Info:

- Anxiously awaits for new information from pharmaceutical companies
- Willing to try something new to get a patient better



High Flyer Profile

Who are they?

Earliest adopters of new medications & new uses of medications

How do they approach treating patients?

Willing to try new things to move patients forward

- Not bound by the label
- Willing to push the dose of medications
- Willing to use adjunctive therapy
- Typically they are treating symptoms rather than a diagnosis
- More patient focused than other physicians

What do they like from a pharmaceutical company?

Keep them connected with the up-to-date information

- Prefer to learn from "experts" about new information
- Consulting Conferences
- Interventions tailored to their interests

High Flyer Quotes

Disease State Views:

- If you take the time to look you will see a depressed patient every day.
- I think a lot of Bipolar is under diagnoses
- I rarely refer a patient to a psych, I can treat most of them myself

Treatment Views:

- Best part of primary care is the rapport with patients
- Leave the heavy duty meds to the psychs like mellaril... but I feel pretty comfortable using A-typical anti-psychotics like Zyprexa.
- •I heard a talk by a UCLA psych talking about these combinations and so I tried it. As long as they are not suicidal, I will try it.

Representative Views:

- •I like to talk to psychs... I likes reps, they are very important. My first priority is treating patients, but I will try to talk to reps when I can.
- Reps need to help us stay out of trouble, tell us the good and the bad!
- I appreciate what they do... I want information quick, but don't over do it if you need more time make an appointment

Identifying Skeptical Experimenters

Experimental:

- Uses Higher Doses
- First among their peers to try medications when they first enter the market
- First among their peers to try new uses of medications

t

Confirm with Experience:

- Chooses treatments based on personal experience and mechanism of action
- Choosy about where they obtain new information
- Experiments to prove/disprove new information

Skeptical Experimenter

Skeptical Experimenter Profile

<u>Who are they?</u> Moderate/High volume and adoption in diseases/population treat

How do they approach treating patients?

Tailor medications to needs of each individual patient

- Personal experience determines drug choice
- Not indication/label driven
- Willing to push dose beyond label
- They are in control of patient treatment
- Experiments to prove/disprove information

What do they like from a pharmaceutical company?

Provide data and a forum for them to share expertise

- Interactive sessions with colleagues (round table, Q&A, thought leaders)
- 3rd party information

Systematic Conservative Quotes

Disease State Views:

- I won't write for Bipolar and Schizophrenia... I'm not an expert and it's not my forte
- · My patients have been pretty well studied

Treatment Views:

- •I'm more comfortable with other diseases that have an objective measurement to them
- •I'm not willing to treat all depression either, some patients deserve an expert

Representative Views:

- Reps are the only people I see all day without a complaint
- · Reps are biased but they can bring you reprints and data

Identifying Rule Bounds

Follows the Crowd:

- Tries new treatments or approaches once their peers are comfortable
- Restricts treatments to the medication label or follows what "everyone" else is doing

Rigorous Approach:

Diagnosis is an important part of determining treatment
Follows the rules of the system/facility (formulary, etc.)
Concerned with safety

Rule Bound

Rule Bound Profile

Who are they?

Moderate volume and adopters of our portfolio products High APS volume (within specialty).

How do they approach treating patients? Treats patients efficiently by following the rules

- Diagnosis driven
- Most are very knowledgeable about new information, but do not necessarily act on it until it until it is widely accepted
- · Practices according to the "standard of care"
- · Doesn't have enough time, looks for efficiencies

What do they like from a pharmaceutical company?

Provide the rules and the standard of care

- For Standard of Care keep them up-to-date on the treatment standards and side effect information
- CME, textbooks, PDR, etc.

Rule Bound Quotes

Disease State Views:

Commonness brings comfort, I see so few Bipolar I'm reluctant to diagnosis and treat

Treatment Views:

- I have 30 formularies to work with. You have to know the common veins, the ones you
 can prescribe and hit most of the formularies.
- I need to control symptoms with minimal side effects so a patient doesn't need to come back

Representative Views:

- I use all of my resources to treat a patient and reps are a resource!
- The best reps know their product and respect my time
- · Patient Education saves me time

Identifying Selective Majority

Follows the Crowd:

- Tries new treatments or approach once their peers are comfortable
- Restricts treatments to the medication label or follows what "everyone" else is doing

+

Simplistic Approach:

- Niche products based on symptoms or side effects
- Uses fewer medications than their peers
- If Psych, may prefer to use psychotherapy in their office

Selective Majority

Selective Majority Profile

Who are they?

Slower adopters of new products and new uses of products

As a drug & disease become mainstream, these customers become more important

How do they approach treating patients?

Keep it simple and straightforward

- Disease and treatment should be simple
- Symptom focused
- · Doesn't necessarily follow rules, but keep it simple
- Psychotherapy is an important part of my practice

What do they like from a pharmaceutical company?

Remind me of your niche

- Simple message from a rep
- Rep relationship is very important! They like it when a rep knows and acts on their personal likes and dislikes

Selective Majority Quotes

Disease State Views:

- Can't enforce good health, only recommend it
- I have to know a little bit about a lot of things, therefore I need to keep it simple

Treatment Views:

•I see so many different types of patient that I usually don't try to learn about small populations

Redacted

Representative Views:

- •Define symptoms better for the doctor
- I need a rep to say, Hi, don't forget about my drug and here are some samples...easy"
- •The best reps develop a personal relationship with you

Neuroscience Institution Segment Summary

Segment	Segment Theme	Segment Strategy
High Flyer	I eagerly seek out new ways to treat my patients	Lilly is the best at providing new treatment information
Skeptical Experimenters	I decide how to use medications based on personal experience	Lilly is the preferred medium for these customers to share experiences
Rule Bound	I follow the rules when treating my patients	Lilly is the best at updating customers on the "rules" for treatment
Selective Majority	I prefer to keep treatment simple and straightforward	Lilly provides simple, consistent information

Physician Segment Observations

- High Flyers: most important segment in terms of Zyprexa scripts written; have heard the most competitive messaging around diabetes; more likely to attribute diabetes as being caused by Zyprexa; most concerned about PT satisfaction and interested in services to help improve patient wellness
- Rule Bound: second most important segment in terms of scripts written; least likely to attribute diabetes as being caused by Zyprexa; only segment that wanted more data in DMT piece, but not likely to use it
- Selective Treaters: not a big segment for Zyprexa; least likely to treat medical illness not caused by meds.
- <u>Skeptical Experts</u>: important segment and highly detailed very aware of the Lilly Janssen battles; like other groups, SEs were confused about the audience of DMT – it was above patients and beneath MDs

FIGHT. BECAUSE THE STAKES ARE HIGH

Too many times I've seen how quickly the devastating effects of bipolar disorder can impact my patients' lives-and the damage that each episode can cause.

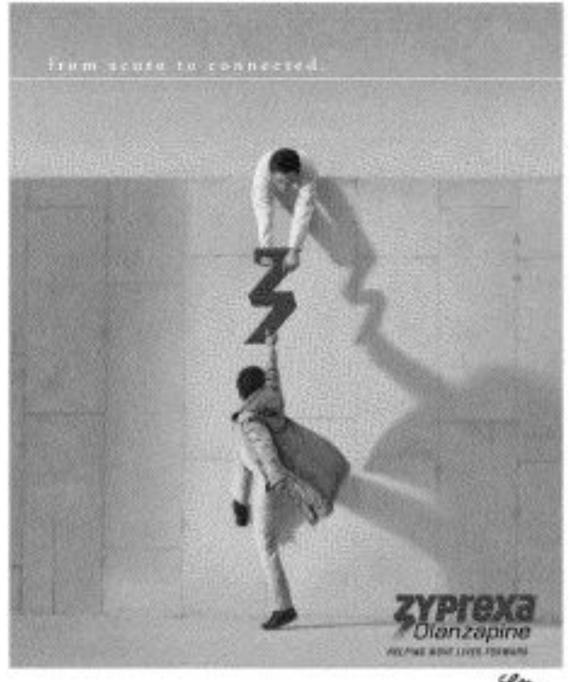
Families torn apart. Careers ravaged. Relationships destroyed.

The stakes are high.

As a doctor, I fight every day to make sure that bipolar disorder will not win out.

Lilly

OL36807A 0206 ©2006, ELI LILLY AND COMPANY ALL RIGHTS RESERVED.



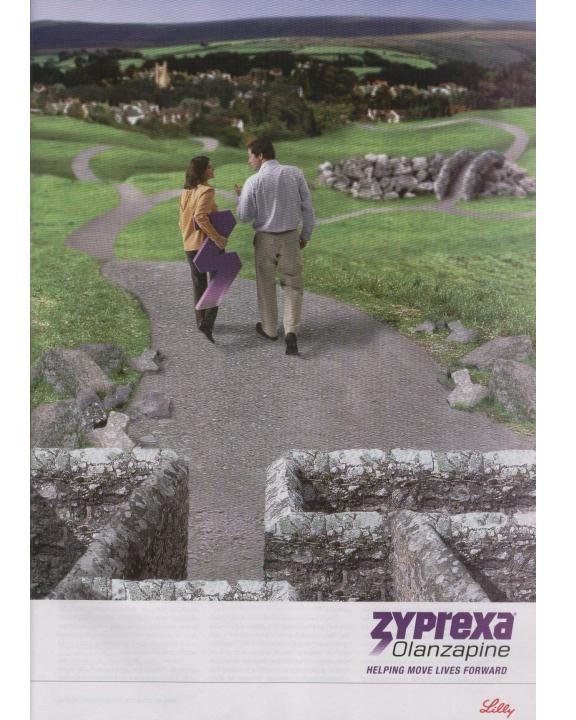
Letty

An Introduction to Bipolar Disorder and Manic Depression

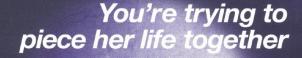


Lilly

Medication is an essential component in the treatment of mental illness. But it isn't the only answer. The right medication can enable a strong **therapeutic alliance**, to help the **physician** and the **patient** establish a solid treatment foundation and stay on course. That's why we believe a **reliable medication** can give you both a better chance to reach your goals - **together**.







She won't swallow it

Zyprexa VeloTab™ is a rapidly dissolving tablet of Zyprexa. It helps to overcome the problem of sufferers who need oral therapy but hide their medication or spit it out, helping you to help them when they need it most.

Removing the obstacles to care

tive o

ABBREVIATED PRESCRIBING INFORMATION: Presentation

contain gealant, asparaterle, marintot and parahytoroxyterizoates, Uses: Schizoptrenia, both as initial therapy and for marintenance. Dosage and Administration: 10mg/day orally. May subsequently be adjusted to 5-20mg daily. Ork/erx: Not recommended (under 18 years). The adjarty: A lower starting dose (Emg/day) is not outnetly indicated but should be considered when clinical factors warrant. *Renal and/or hepatic impairment:* Sing starting dose in

2.5mg, 5mg, 7.5mg or 10mg of clanzapine. Also contain VeloTab 5mg and 10mg orodispersible tablets. Also gelatin, aspartame, mannitol and parahydroxybenzoates.

ig status), consider a decreased starting dose. Contra-tions: Known hypersensitivity to any ingredient. Known risk Indicators, incontributed in the second seco several days to some weeks. Phenylalanine: VeloTabs contair artame – a source of phenylalanine. Sodium methy hydroxybenzoate and sodium propyl parahydroxybenzoale. t dermatitis and, rarely, immediate reactions with ospasm. Caution in patients with elevated ALT and/or AST mpairment, limited hepatic functional reserve, and in its being treated with hepatotoxic drugs. Where hepatitis has diagnosed, discontinue olanzapine. Caution in patients with ocyte and/or neutrophil counts, bone marrow depression nd in patients with hypereosinophilic conditions or with nyeloproliferative disease. Discontinue if signs and symptoms hydeoprometative classase. Discontinue in signs and symptoms indicative of NMS, or unexplained high fever. Caution in patients who have a history of seizures or are subject to factors which may awer the scizure threshold. If tardive dyskinesia appears, consider lose reduction or discontinuation. Caution when taken with other acting drugs and alcohol. May antagonise effects of ne agonists. Blood pressure should be measured ally in patients over 65 years. As with other antipsychotics ution when prescribed with drugs known to increase QT viral, especially in the elderly. In clinical trials, olanzaoine was not ociated with a persistent increase in absolute QT intervals, eractions: Metabolism may be induced by concomitant Interductions, released in the power induced by Concontraint moking or carbanazepin therapy. Metabolism may be initiated y fluxoxamine or other P450-1A2 initiations. **Pregnancy and actation:** Should be used in pregnancy only if the potential benefit stiffies the potential risk to the foetus. Patients should be advised breast-feed an infant if they are taking olanzapine. Driving, ay cause somnolence. Patients should be cautioned about ing hazardous machinery, including motor vehicles. irable Effects: Very common (>10% in clinical trials, minolence, weight gain and, in Alzheimer's disease patients normal gait. Common (1-10%): Dizziness, increased appetite Jema, orthostatic hypotension and mild, transient anticholinergic ptomatic elevations of hepatic transaminases, ALT, AST apine-treated patients had a lower incidence of parkinsonism on-fasting plasma glucose levels >11mmol/1 (sugge

is) as well as non-fasting levels ≥8.9mmol/l but <11mmol/ vels ≤7.8mmol/l have been seen occasionally in clinica common (0.1-1.0%): Photosensitivity reaction and ia, with or without hypotension or syncope. Rare (<0.1% Plasma prolactin levels were sometimes elevated, but ed clinical manifestations were rare. Cases reported as and cases of high creatinine phosphokinase levels have

kacerbation of pre-existing diabetes occasionally associated cidosis or coma, including some fatal itis and priapism. Haematological variations, such as penia and thrombocytopenia, have been reported itonally. For further information see summary of

duct characteristics. Legal Category: POM. Marketing thorisation Numbers: EU/1/96/022/002 EU/1/96/022/004 /1/96/022/006 EU/1/96/022/009 EU/1/96/022/010 U/1/99/125/001_EU/1/99/125/002. Basic NHS Cost: £31.70

EU/1997/125/001 EU/1997/125/002, Basic NHS Cost: 231.70 per pack of 28 2.5mg tablets, 248.78 per pack of 28 5mg tablets, 2146.38 per pack of 56 7.5mg tablets, 597.56 per pack of 28 10mg tablets, 2195.11 per pack of 26 10mg tablets, 556.10 per pack of 28 5mg VeloTates, 5112.19 per pack of 28 10mg VeloTates, Date of Preparation or Last Review, June 2001 Full Prescribing Information is Available From: EI Lilly Hompehrer, 6621.55% - Longbrone: Belamina Gene (01256) 315500 - 324 PERA and VELOTAB' are Eil Lilly and Company Linited Interfemates.

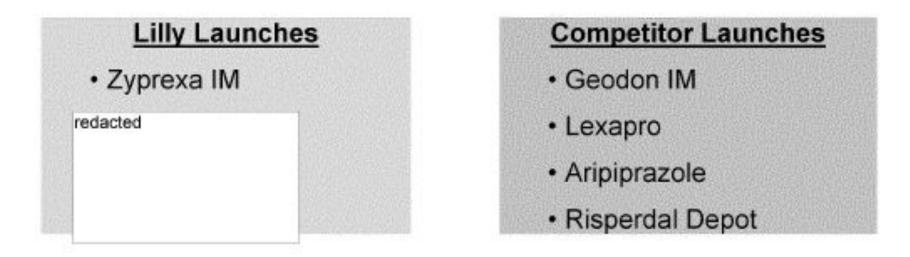
mited trademarks



Olanzapine, Orodispersible Tablets

Why Neuroscience Segmentation now?

The near future will have more changes to the Neuroscience marketplace than have occurred in the past 3 years!



Neuroscience Segmentation will help us <u>Prepare</u> for competitor launches as well as our launches!

Strategy

Build a competitor strategy that is focused on the competitor brand but designed to support an alternative position.

The specific intent would be to create and manage a counter brand.

The focus of tactics can be then directed towards the elements of brand equity that are most important in the customers mind but support the alternative position.

The marketing mix would be phased to match the positioning evolution.

Proactively move the competitors to new points of differentiation and hence de-focuss their activities

Proper implementation is key!

Our goal and focus is on creating a market with Donna. The competition wins if we are distracted into talking about diabetes. So, stand strong against their ploys and answer the AOC concisely and with confidence!

Know a lot – Want a lot Know a lot – Want little Know little – Want a lot Know little – Want little

Independence Harmony Certainty Control

You're trying to piece her life together

tion: ntain Also ates.

ntran risk ions: h risk alytic may ontain bethyl coale: caria, with AST, nd in

with

may sider other ts of

otics, QTc is not rvals. nitant ibited

and enefit vised ving, about icles. i

> ated ses. as rted of

eting /004 /010 5mg pack blets, of 28 June i Lilly toke, 256) pany

She won't swallow it

Zyprexa VeloTab[™] is a rapidly dissolving tablet of Zyprexa. It helps to overcome the problem of sufferers who need oral therapy but hide their medication or spit it out, helping you to help them when they need it most.

Leadership Brand

A brand in the leadership position under constant competitive threat to maintain and grow share, revenue, and market direction.

Takes chances and seeks new opportunities Defines the direction of the marketplace Identifies a larger cause and champions it

Hosts the party

Is the source of authority

Leadership Brand + The Therapeutic Alliance

Delivers the medication and the means to enable physicians and patients to achieve treatment success.

ZYPREXA – dependable, honest, dedicated, liberating, collaborative

Passionately seeks out new treatment modalities and protocols - liberating

Surrenders short-term gain to ensure long-term value - honest

Sets the bar for advanced therapy and patient care - dependable

Opens its success and best practices to the marketplace - collaborative

Seen as voice of authority by physicians, patients, and advocates – dependable

Makes increased equity an outcome, not a goal - dedicated

Zyprexa Strategy

What makes Zyprexa special?

 ZYPREXA is the Collaborative, Dedicated Leader that offers the Dependable Control you need to establish a more effective Therapeutic Alliance so you can help your patients begin to move their lives forward and realize their potential.

What are the Zyprexa core message elements?

- Dependable control
- Therapeutic Alliance
- Helping to Move Lives Forward

CSF 5: Fuel the Future/Build the Business

Grow the Zyprexa franchise in schizophrenia and bipolar and realize two significant new opportunities for brand expansion.

Marketing Develop the brand map for new opportunities (Q3 2002) and commercialize two opportunities by 2004.

Metric: Evolve and implement the product life cycle plan to achieve linear growth through '06.

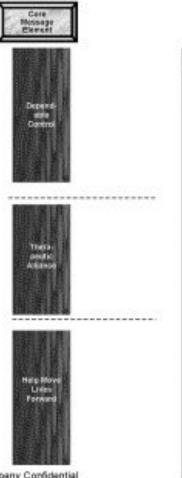
Areas of Focus

- High Dose
- Borderline
- Bipolar Depression
- Child and adolescent

Company Confidential Copyright © 2001 Eli Lity and Company

Core Message Elements

The SDDS/NRT process will deliver data dissemination events to the 9 message categories detailed here:



Company Confidential Copyright © 2001 Eli Lilly and Company

Message Category	
1	Wide range effectiveness
2	Dependability in multiple formulations
3	Count on it to control
4	Known and manageable side effects
6	Thinks more clearly
6	Bond emotionally
0	Enduring efficacy and relapse less



Realize an individual's potential

Better patient outcomes at equal total cost

Leading Products in 2002 Global Pharmaceutical Sales

"Of the ten best-selling drugs in 2002, the fastest-growing worldwide was Zyprexa, a schizophrenia and bipolar disorder treatment, with sales rising 21 percent year over year to \$4.0 billion."

Summary of Key Themes



- Need greater competitive differentiation in core business of bipolar and schizophrenia.
 Establish mood without diluting schizophrenia. Opportunity to redefine outcomes!
- Manage balance of side effect association / relevance
- \$6B by '06 attainable but need more "insurance" to increase probability



Brand Promise Differentiation

 1st choice for patients with schizophrenia and the preferred foundational therapy for mood stabilization.

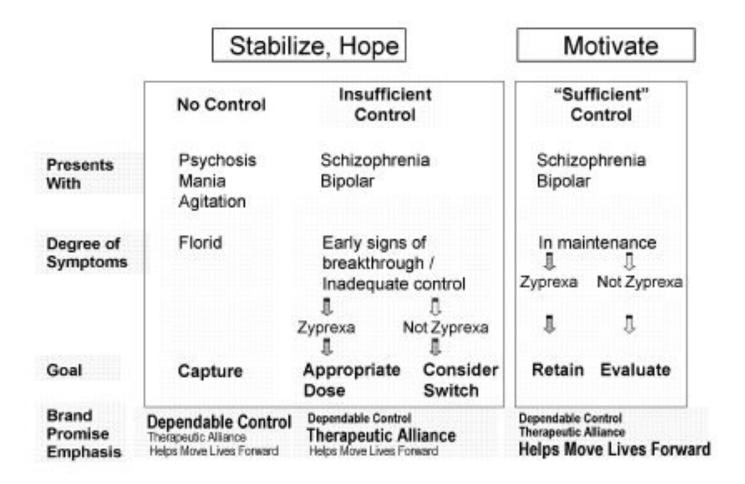
Brand Protection

 Physicians prescribing decisions are driven by a brands ability to deliver dependable control

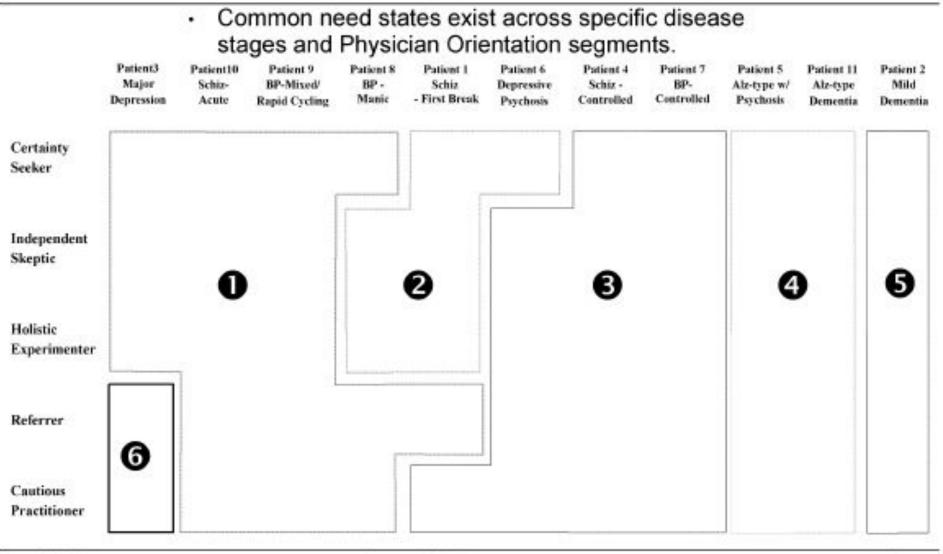
Lifecycle Growth

Brand promise is the enabler

Our Overarching Strategy



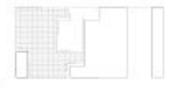
Treatment Goal Need States



8/27/2004 File name/location

Company Confidential Copyright © 2000 El Lilly and Company

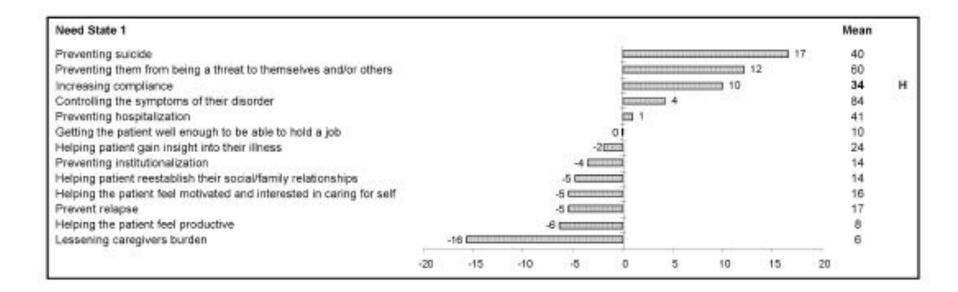
Treatment Goal Need States



Need State 1 - Prevent Threat & Stabilize

 Primary goals for this need state are focused around prevention of suicide and prevention of threat/injury to self or to others.

- Increasing compliance is important as an ongoing goal



How does segmentation work with Insights?

Insights helps you...

- Better understand how & why your customers react to your style
- Determine ways to build relationships

Segmentation helps you...

Better understand how your physicians approach neuroscience treatments
Determine appropriate neuroscience programs

Both help you...

- Pre-call plan
- Better understand your customers
- Better satisfy needs → Create Action