Effective Brand Building requires an understanding of the customer landscape (Market) and a Brand's equity and the Science.

- Brand Architecture
- Brand Positioning
- Brand Character
- Brand Book
- Brand Delivery
- Communication Plan
- Measurement/Tracking
Brand Equity Model

- **What** the brand offers and how it provides it
- **Brand Delivery** (what)
  - Perceived Value
  - Emotional/Expressive Benefits
  - Channel/Availability
  - Functional Benefits

- **Brand Identity** (who)
  - Evolution
  - Personality
  - Reputation
  - Origin
  - Presentation
  - Activities

- **Who** the brand is and what it stands for

**Intangibles**
- Perceived Value
- Evolution
- Personality
- Reputation
- Origin
- Presentation
- Activities

**Tangibles**
- Channel/Availability
- Functional Benefits
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

Lilly

an award winning medicines company

congratulates pH7 on their launch
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)
If you were a car salesman, you would want to know what to say & how to approach your customers when selling a Ford Explorer.

<table>
<thead>
<tr>
<th>SEGMENT A</th>
<th>SEGMENT B</th>
<th>SEGMENT C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUV Decided</strong>&lt;br&gt;Definitely going to purchase an SUV, but what brand?&lt;br&gt;&lt;br&gt;<strong>Right Approach:</strong>&lt;br&gt;• Sell against other SUV's, encourage test drive&lt;br&gt;<strong>Wrong Approach:</strong>&lt;br&gt;• Sell against sedans and minivans&lt;br&gt;&lt;br&gt;<strong>Message:</strong>&lt;br&gt;• Explorer is the best SUV</td>
<td><strong>Seeking Family Car</strong>&lt;br&gt;Hasn’t decided what kind of car is best for the family&lt;br&gt;&lt;br&gt;<strong>Right Approach:</strong>&lt;br&gt;• Stress safety, storage, bad weather, and visibility benefits over cars and vans&lt;br&gt;<strong>Wrong Approach:</strong>&lt;br&gt;• Sell against other SUV's&lt;br&gt;&lt;br&gt;<strong>Message:</strong>&lt;br&gt;• Explorer is the best family vehicle</td>
<td><strong>Adventure Seeking</strong>&lt;br&gt;Plans to use the car for weekend/ recreational use&lt;br&gt;&lt;br&gt;<strong>Right Approach:</strong>&lt;br&gt;• Sell against other SUV’s and trucks stressing towing and off-road capabilities&lt;br&gt;<strong>Wrong Approach:</strong>&lt;br&gt;• Sell against sedans&lt;br&gt;&lt;br&gt;<strong>Message:</strong>&lt;br&gt;• Explorer is the best all around recreational vehicle</td>
</tr>
</tbody>
</table>
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?

- High Flyer
- Skeptical Experimenter
- Rule Bound
- Selective Majority
Identifying Neuroscience Segments

**Step 1**
- **Experimental**
  - Step 2
    - Trust Info
    - Confirm w/ Experience
      - High Flyer
      - Skeptical Experimenter
  - Or
  - Follows the Crowd
    - Step 2
      - Rigorous
      - Simplistic
        - Rule Bound
        - Selective Majority
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
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

+ 

**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

Who are they?
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 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

**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
<table>
<thead>
<tr>
<th>Segment</th>
<th>Segment Theme</th>
<th>Segment Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Flyer</td>
<td><em>I eagerly seek out new ways to treat my patients</em></td>
<td>Lilly is the best at providing new treatment information</td>
</tr>
<tr>
<td>Skeptical</td>
<td><em>I decide how to use medications based on personal experience</em></td>
<td>Lilly is the preferred medium for these customers to share experiences</td>
</tr>
<tr>
<td>Experimenters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rule Bound</td>
<td><em>I follow the rules when treating my patients</em></td>
<td>Lilly is the best at updating customers on the “rules” for treatment</td>
</tr>
<tr>
<td>Selective Majority</td>
<td><em>I prefer to keep treatment simple and straightforward</em></td>
<td>Lilly provides simple, consistent information</td>
</tr>
</tbody>
</table>
Physician Segment Observations

- **High Flyers**: most important segment in terms of Zy prexa scripts written; have heard the most competitive messaging around diabetes; more likely to attribute diabetes as being caused by Zy prexa; 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 Zy prexa; only segment that wanted more data in DMT piece, but not likely to use it
- **Selective Treaters**: not a big segment for Zy prexa; least likely to treat medical illness not caused by meds
- **Skeptical Experts**: 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
I 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.

OLI0507A  02/06  IDELILY AND COMPANY
ALL RIGHTS RESERVED
An Introduction to Bipolar Disorder and Manic Depression
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.
You're trying to piece her life 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
Why Neuroscience Segmentation now?

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

**Lilly Launches**
- Zyprexa IM
  - redacted

**Competitor Launches**
- Geodon IM
- Lexapro
- Aripiprazole
- Risperdal Depot

Neuroscience Segmentation will help us **Prepare** 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
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

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 Objective #5: 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
The SDDS/NRT process will deliver data dissemination events to the 9 message categories detailed here:

1. Wide range effectiveness
2. Dependability in multiple formulations
3. Count on it to control
4. Known and manageable side effects
5. Thinks more clearly
6. Bond emotionally
7. Enduring efficacy and relapse less
8. Realize an individual’s potential
9. Better patient outcomes at equal total cost
“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.”

Source: IMS World Review 2003
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

<table>
<thead>
<tr>
<th>Stabilize, Hope</th>
<th>Motivate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Control</strong></td>
<td><strong>“Sufficient” Control</strong></td>
</tr>
<tr>
<td><strong>Psychosis</strong></td>
<td><strong>Schizophrenia</strong></td>
</tr>
<tr>
<td><strong>Mania</strong></td>
<td><strong>Bipolar</strong></td>
</tr>
<tr>
<td><strong>Agitation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Florid</strong></td>
<td><strong>Early signs of breakthrough / Inadequate control</strong></td>
</tr>
<tr>
<td></td>
<td><strong>In maintenance</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Zyprexa</strong> <strong>Not Zyprexa</strong></td>
</tr>
<tr>
<td><strong>Capture</strong></td>
<td><strong>Zyprexa</strong> <strong>Not Zyprexa</strong></td>
</tr>
<tr>
<td><strong>Appropriate Dose</strong></td>
<td><strong>In maintenance</strong></td>
</tr>
<tr>
<td><strong>Consider Switch</strong></td>
<td><strong>Zyprexa</strong> <strong>Not Zyprexa</strong></td>
</tr>
</tbody>
</table>

Brand Promise Emphasis:
- Dependable Control
- Therapeutic Alliance
- Helps Move Lives Forward
Treatment Goal Need States

- Common need states exist across specific disease stages and Physician Orientation segments.

Certainty Seeker

Independent Skeptic

Holistic Experimenter

Referrer

Cautious Practitioner

Patient 3: Major Depression
Patient 10: Schiz-Acute
Patient 9: BP-Mixed/Rapid Cycling
Patient 8: BP - Manic
Patient 1: Schiz - First Break
Patient 6: Depressive Psychosis
Patient 4: Schiz - Controlled
Patient 7: BP- Controlled
Patient 5: Alz-type w/ Psychosis
Patient 11: Alz-type Dementia
Patient 2: Mild Dementia
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