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Answers That Matter.

Zyprexa Product Team 2001 Priorities

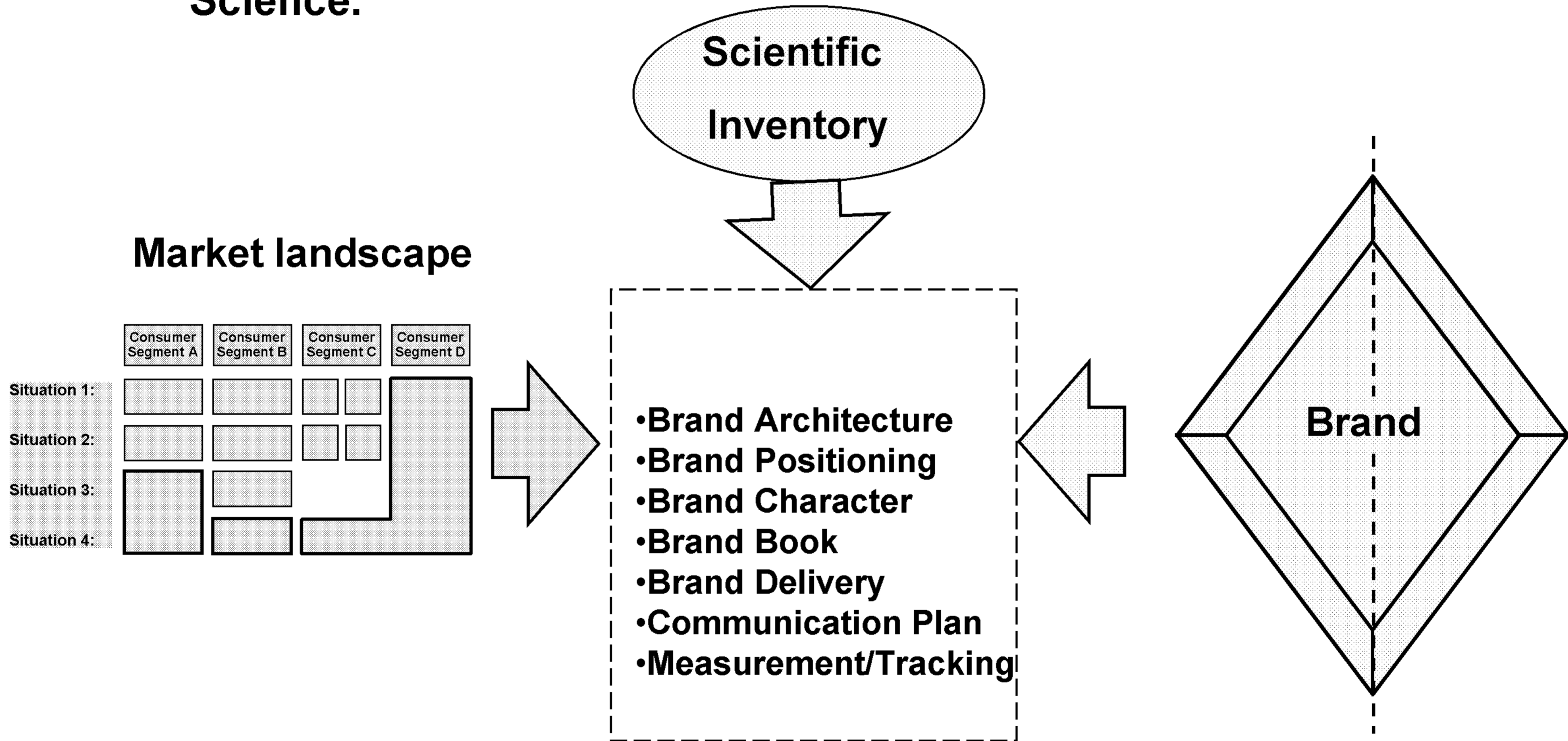
- **Manage Weight Gain / Hyperglycemia**
- **Competitive Blunting and Differentiation**
 - focus on Zeldox, Risperdal
- **The Bipolar Patient**
 - mania, maintenance, depression
- **The Acutely Ill Patient**
 - IM, high dose, Zydis
- **The Chronically Ill Patient**
 - depot, relapse prevention
- **Brand Strategy**
 - position, health outcomes, pricing

Team Structure

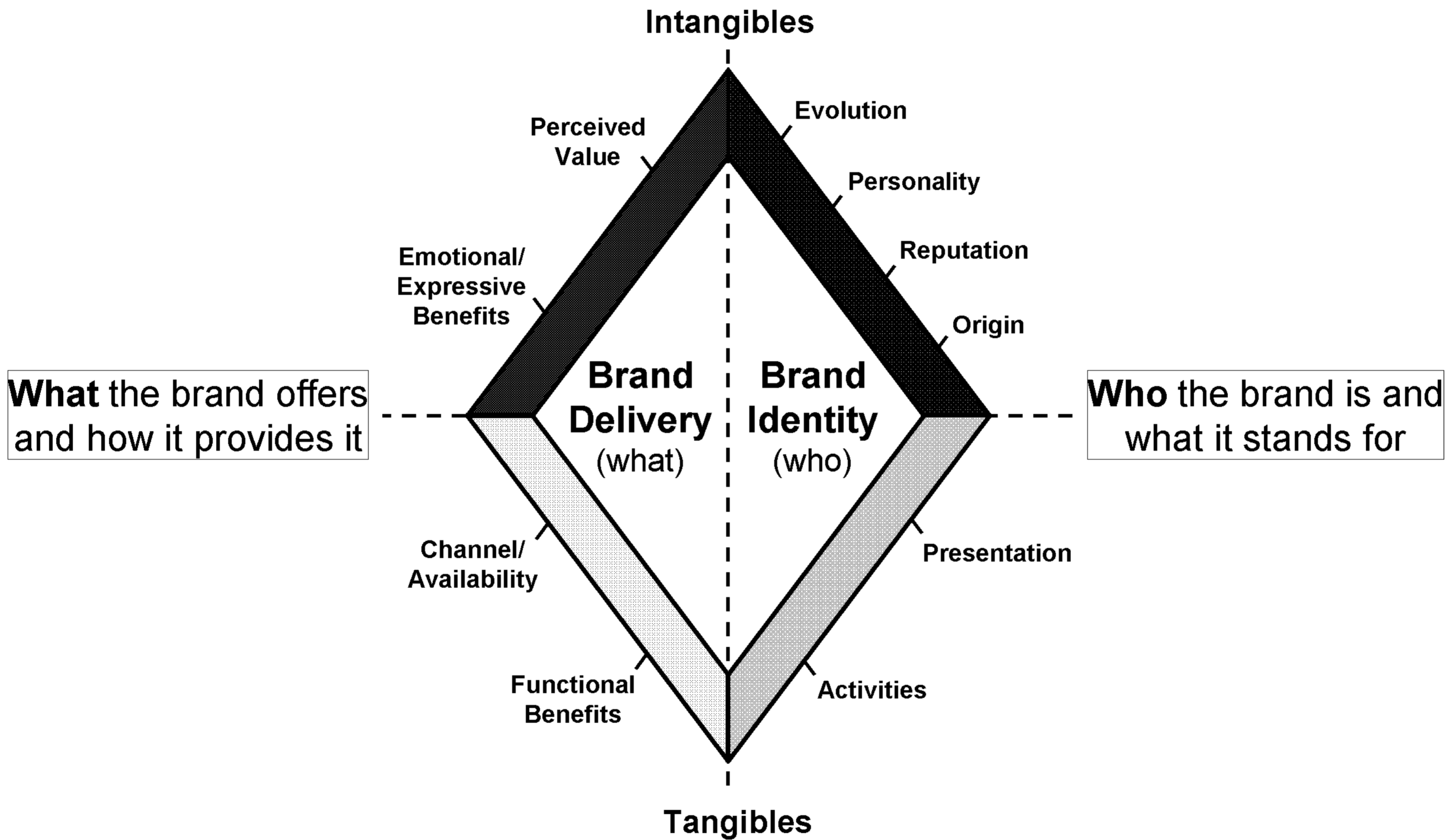
Mod	Acute	Maintenance	Safety	Competitive	Dementia
<i>Mike Greaney</i>	<i>Stacy David</i>	<i>Barry Jones</i>	<i>Patrizia</i>	<i>Tim Parshall</i>	<i>Jamie Street</i>
Bipolar depression, mania, and maintenance	Agitated patients (schizo., mania, and dementia)	Relapse prevention	Glycemia & weight clinical plans	Differentiation (risperidone, quetiapine, valproate...)	Dementia
Depression	RAIM	Depot	Regulatory response	Zelox blunting	Market conditioning
Recognition/Diagnosis	Zydis/Velotab	Cognition/Neg. symptoms/TD.	Safety review	Health Outcomes	Health Outcomes
Positioning	1 st Episode, Prodromal	Health outcomes	Core data sheet	Scientific comm plan	Scientific comm plan
Health outcomes	High dose, onset of act.	Scientific comm plan	Health Outcomes		
Scientific comm plan	Health outcomes		Scientific comm plan		
	Scientific comm plan				

Market & Brand & Science

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

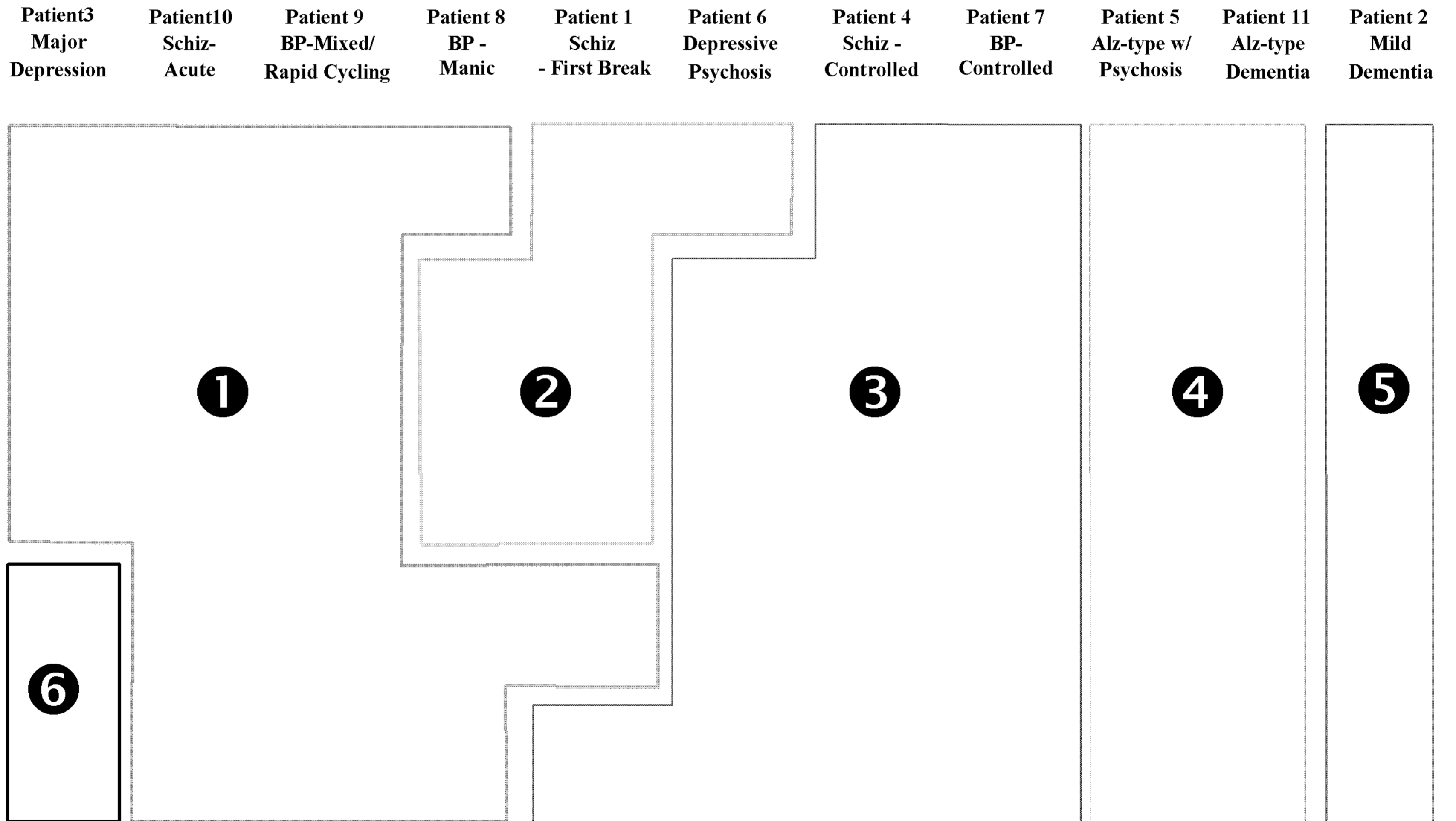


Brand Equity Model

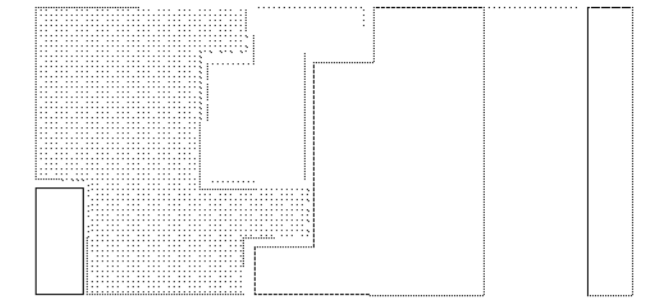


Treatment Goal Need States

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

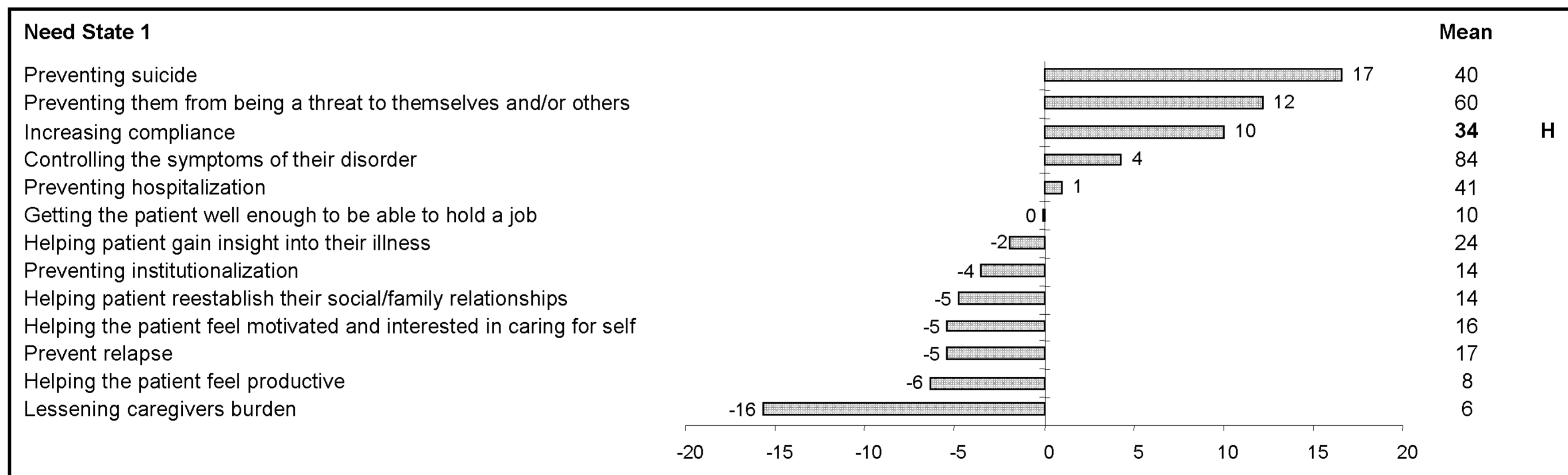


Treatment Goal Need States



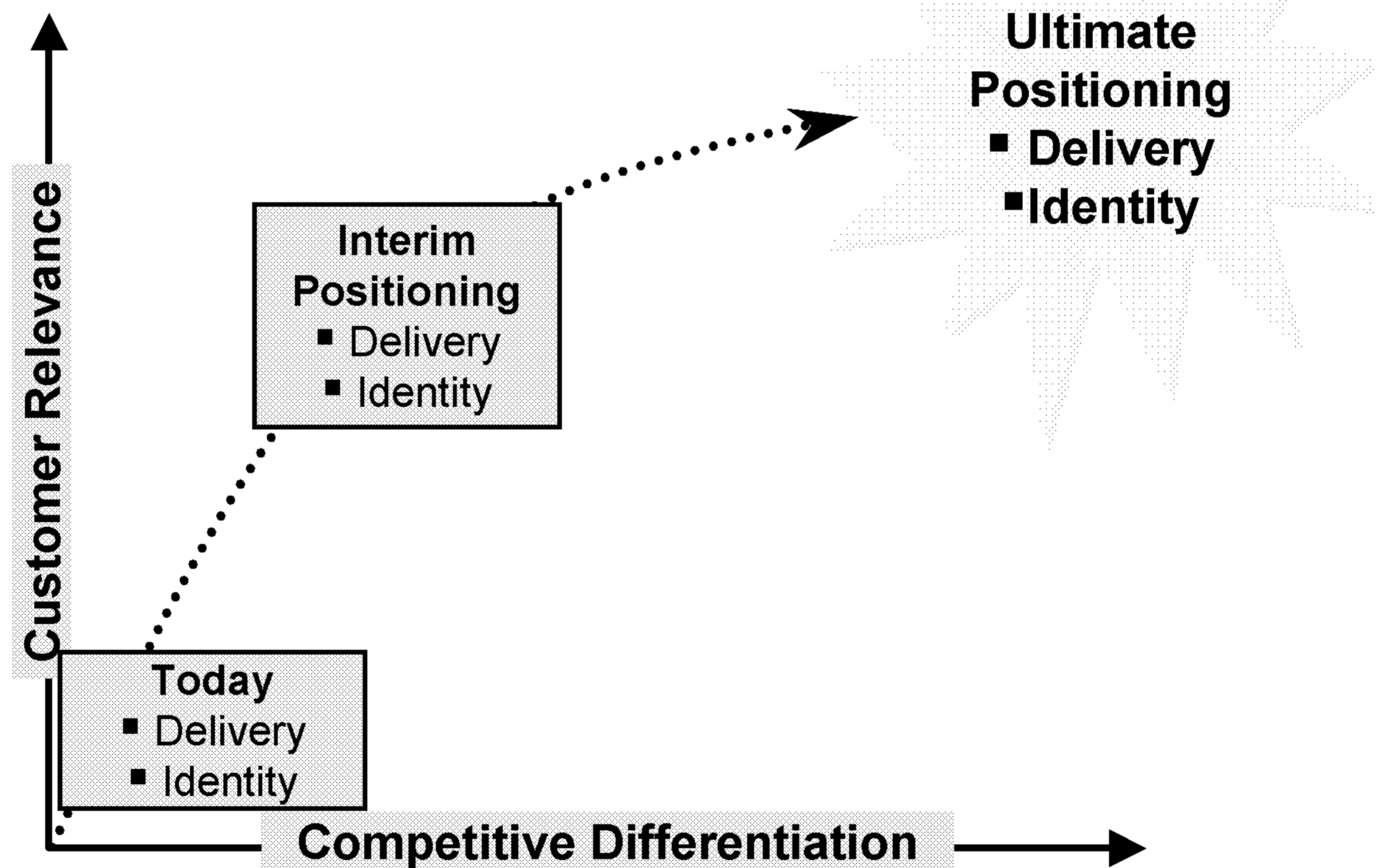
Need State 1 - Prevent Threat & Stabilize

- 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

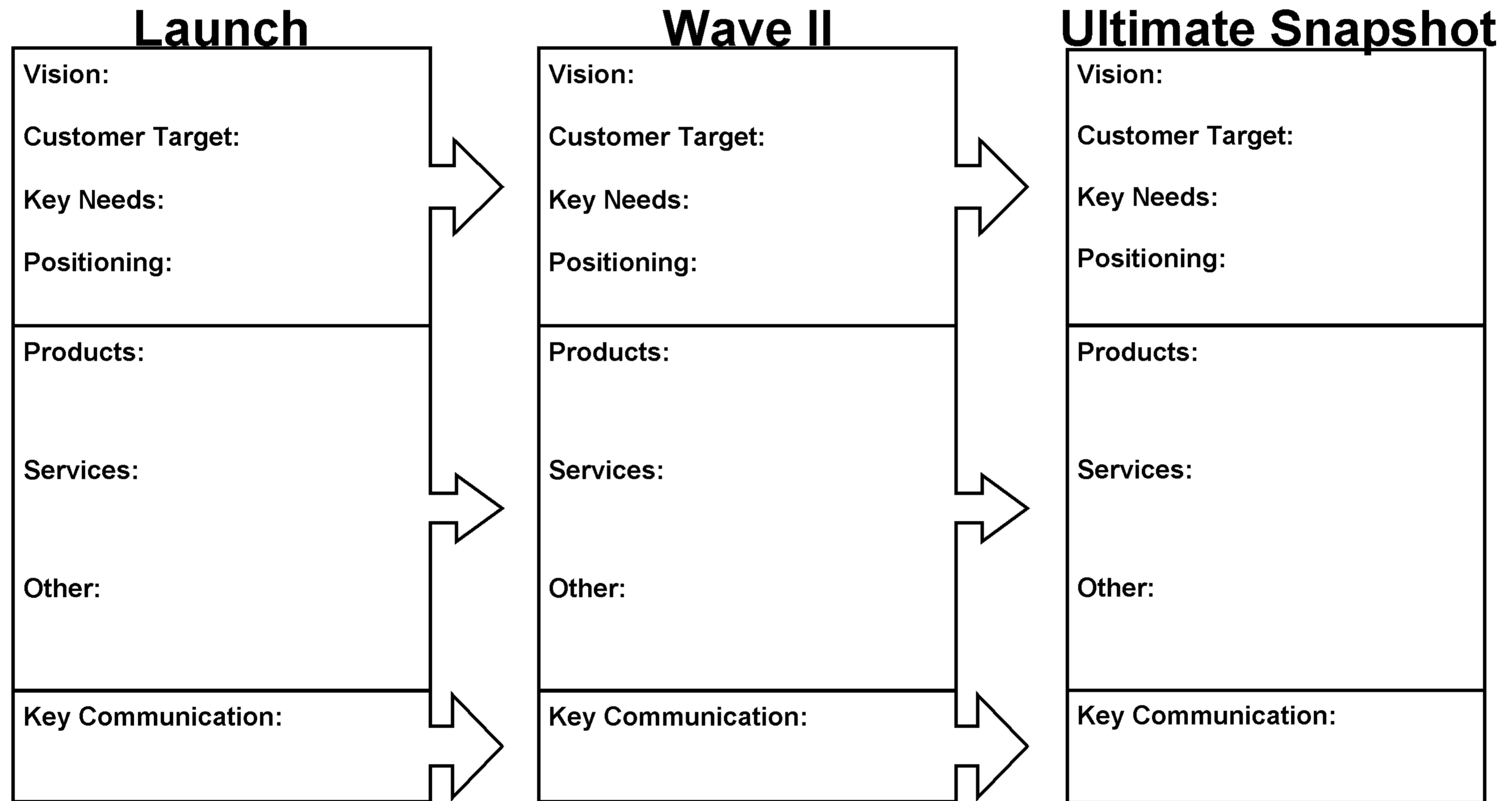


Evolutionary Brand Positioning

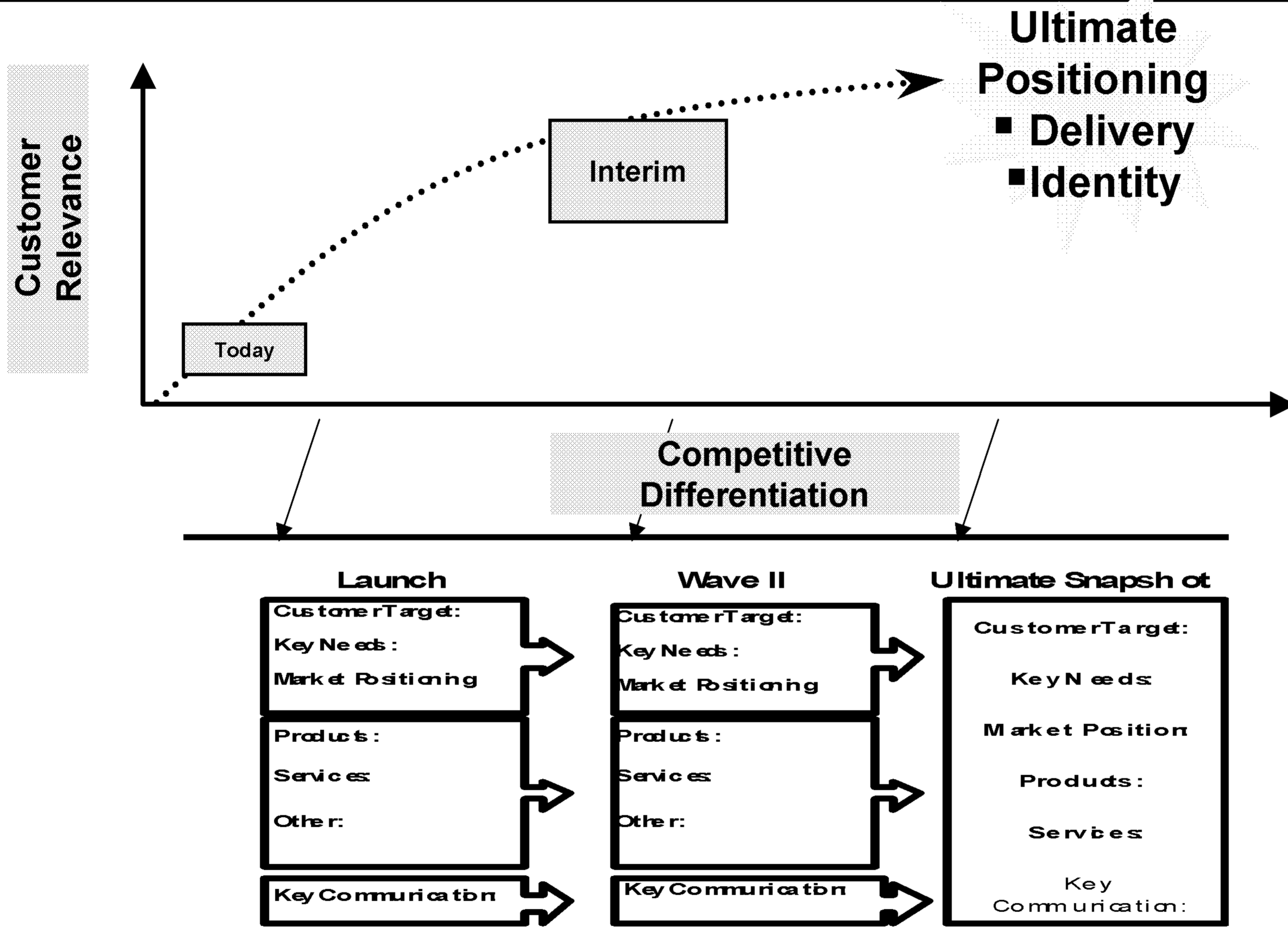
Brands cannot often achieve their ultimate positioning goal immediately. Therefore, an evolutionary process is required.



Positioning Evolution Plan



Positioning Evolution Plan



Competitive Strategy

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Team Charter

To proactively position our competitors in the eyes of our customer and drive Zyprexa competitive differentiation

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

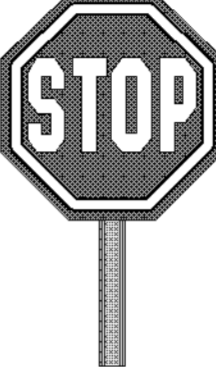
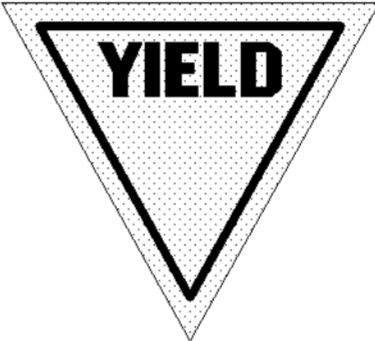
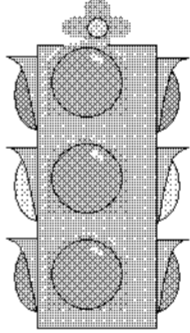
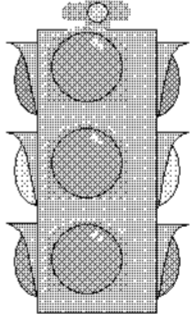

Goal and Objective

- Initially focus on Ziprasidone and Risperidone competitor strategies targeting brand. Seroquel and Depakote will be evaluated in Q3
- Build an alternative brand position
 - Targeting position provides both long term and short term goals
- Focus activities to erode/create brand equity
- Programs directed to most highly leveraged components of the brand's equity
- Measure impact of strategy through brand equity erosion

Competitive Team KRA's 2001

- Establish team KRA's and Structure
- Develop an integrated Strategy Framework aligned to Zyprexa Brand Architecture
- Continuously monitor competitive environment to find position competitors and manage emerging points of differentiation

Ziprasidone KRA's

Condition the market for Ziprasidone	
Strategically evolve the Ziprasidone marketing mix over time to support desired positioning	
Mine and generate clinical and HO data to support positioning	
Communicate data and tools to affiliates in a timely fashion	
Measure Ziprasidone Band Equity in Top 9 markets every 6 months	

Deliverables by Functional Area Q1, 01

Deliverables

Status

KRA

Marketing

Refine strategy positioning & KRAs
Ziprasidone Label analysis
Updated Ziprasidone Info. Package
Multi competitor war game
QTc slide update
QTc story at all meetings
Internal communication

Public Relations

Communication around PEP
cases and MPA a.e. reports

Scientific Communications

Case studies from PEP
Slides from PEP
Publication plan for adverse
events reported

Market Research

QTc awareness study
Monitor QTc SOV (through affiliates)
Competitive information analysis
(ECNP, AEP, CINP, APA)

Medical

PEP's
Studies
- ZOZO
- ZIMZIM

Risperidone KRA's

- Refine competitive Risperidone Strategy
- Provide Tools to affiliates to implement the strategy
- Measure impacts

Success Metrics

Brand equity dimensions

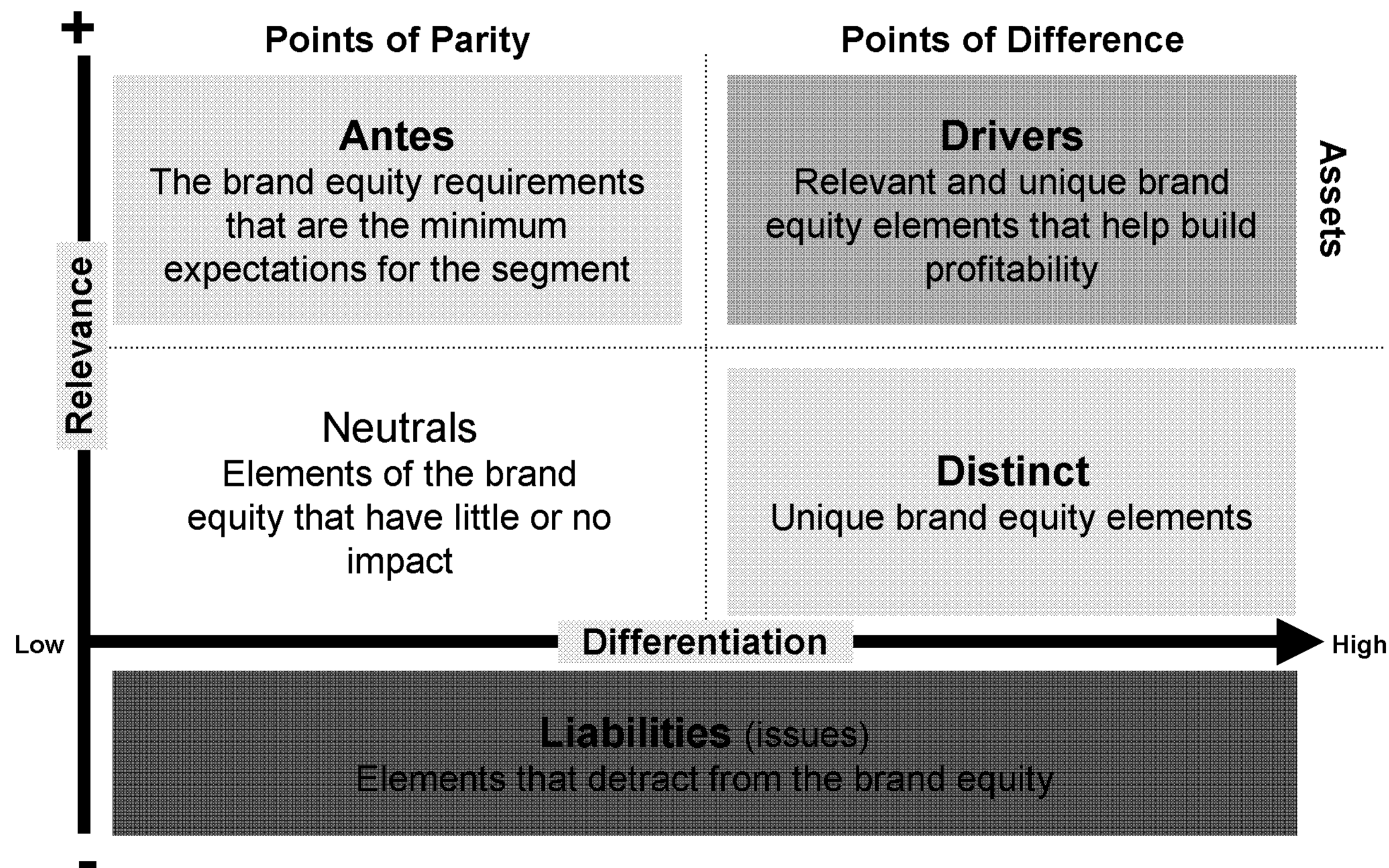
Affiliate usage of tools and templates

Alignment with Marketing Plan

Measurement

Brand Equity Assets and Liabilities

Brand Delivery and Brand Identity elements are modeled against consumer relevance and competitive differentiation.

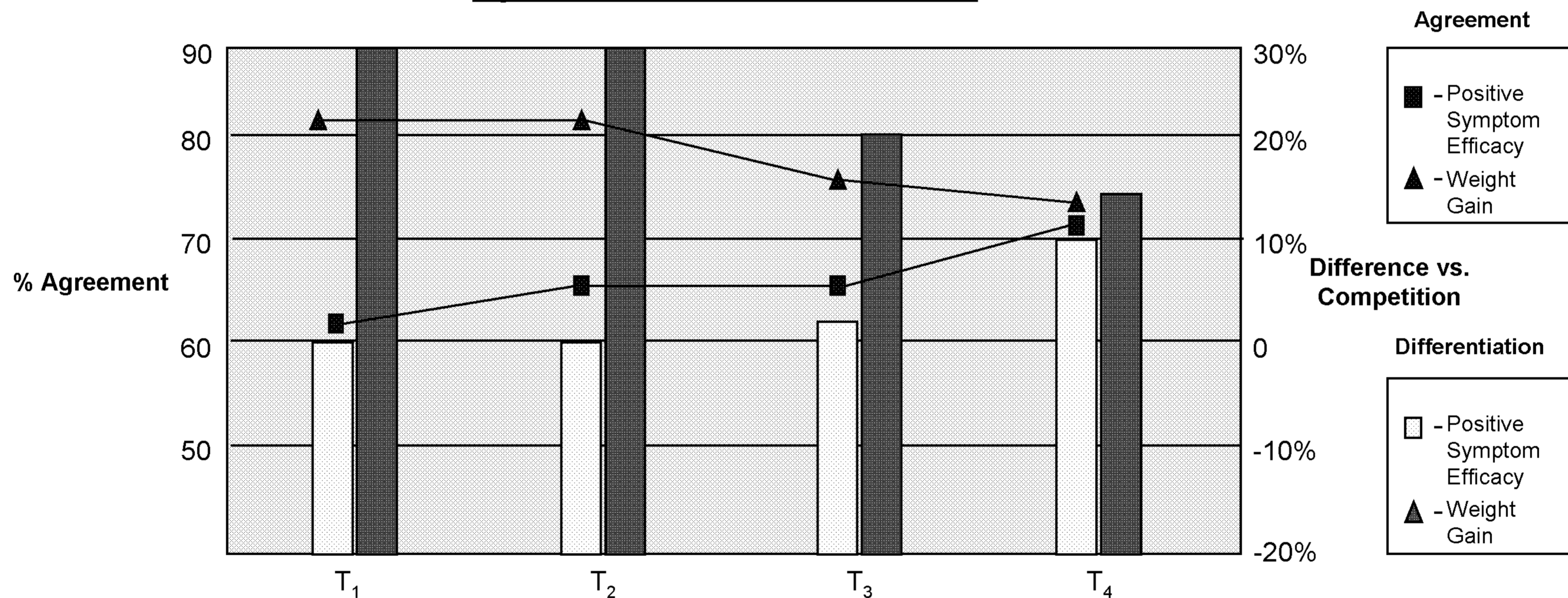


Brand Equity Tracking

Positioning Progress

- Tracking brand equity elements indicates where the brand is delivering on its promises and where it falls short.
- Tracking against competition yields further information around differentiation.

Hypothetical - Schizophrenia



Key Heavyweight Team Learning Points

Participants:

Gary D. Tollefson, M.D., Ph.D.

Vice President, Lilly Research Laboratories, Olanzapine Heavyweight Team

Alvin H. Rampey, Ph.D.

Manager, Information Sciences, Olanzapine Heavyweight Team

SITUATION:

The need to submit a comprehensive global registration package while optimally utilizing finite resources; expedite launch in two-thirds of the global major markets; optimize the early commercialization of the product.

ACTION:

Utilizing the concept of a Heavyweight Team as presented by Stephen Wheelwright, we established Team Olanzapine. The resulting organizational structure afforded us an opportunity to compare the efficiency and effectiveness of Team Olanzapine relative to historical data regarding drug development in the medical organization.

RESULTS:

Following completion of stage 1 of Team Olanzapine's lifecycle we have achieved a worldwide regulatory submission ahead of proposed timelines. This was accomplished by creating a superior work environment for the Heavyweight Team. This better employed valuable and finite resources to deliver both quality and speed, resulting in a superior EVA to Lilly shareholders.