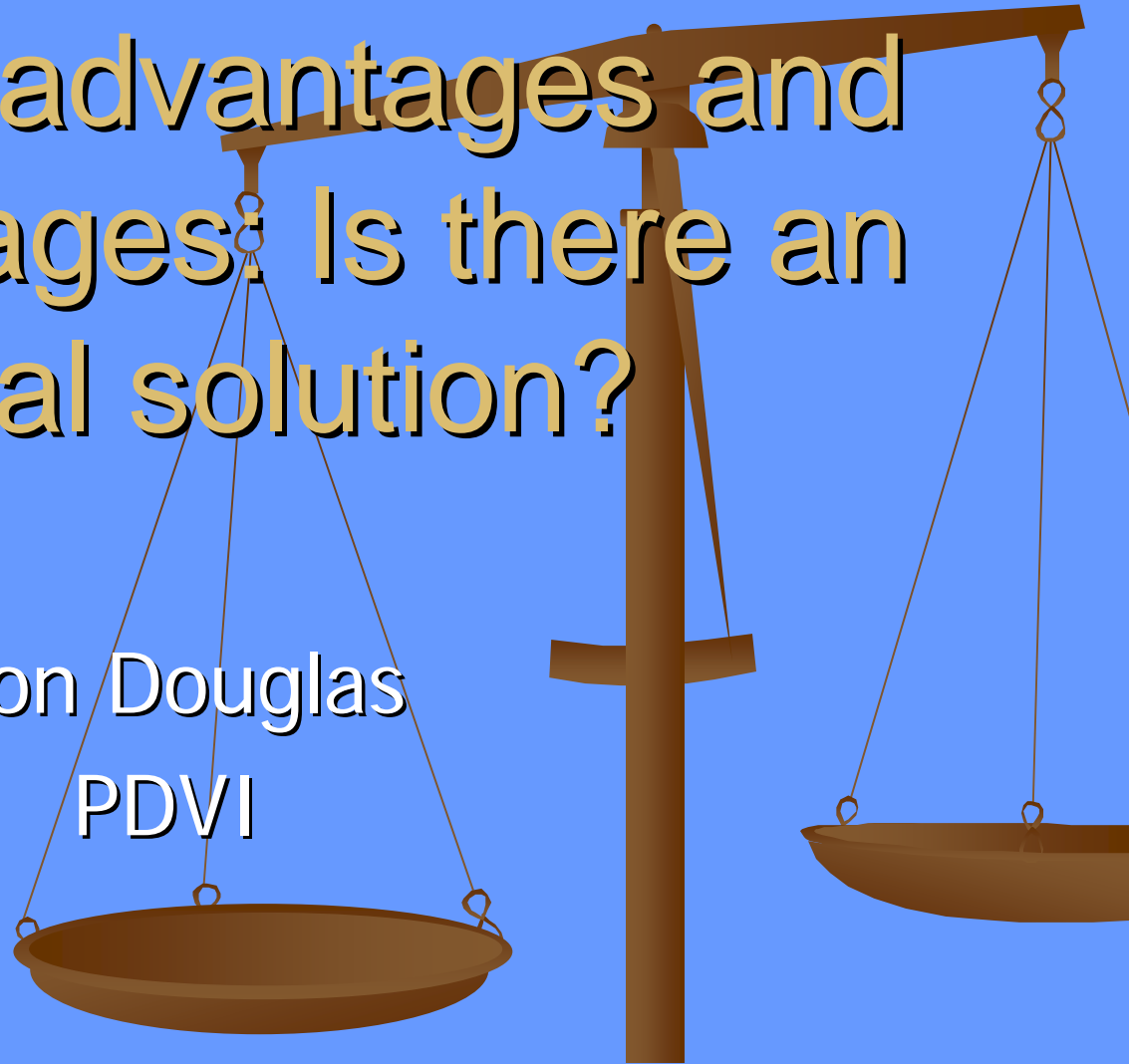




Pediatric **DENGUE**  
VACCINE INITIATIVE

# Branding: advantages and disadvantages? Is there an optimal solution?

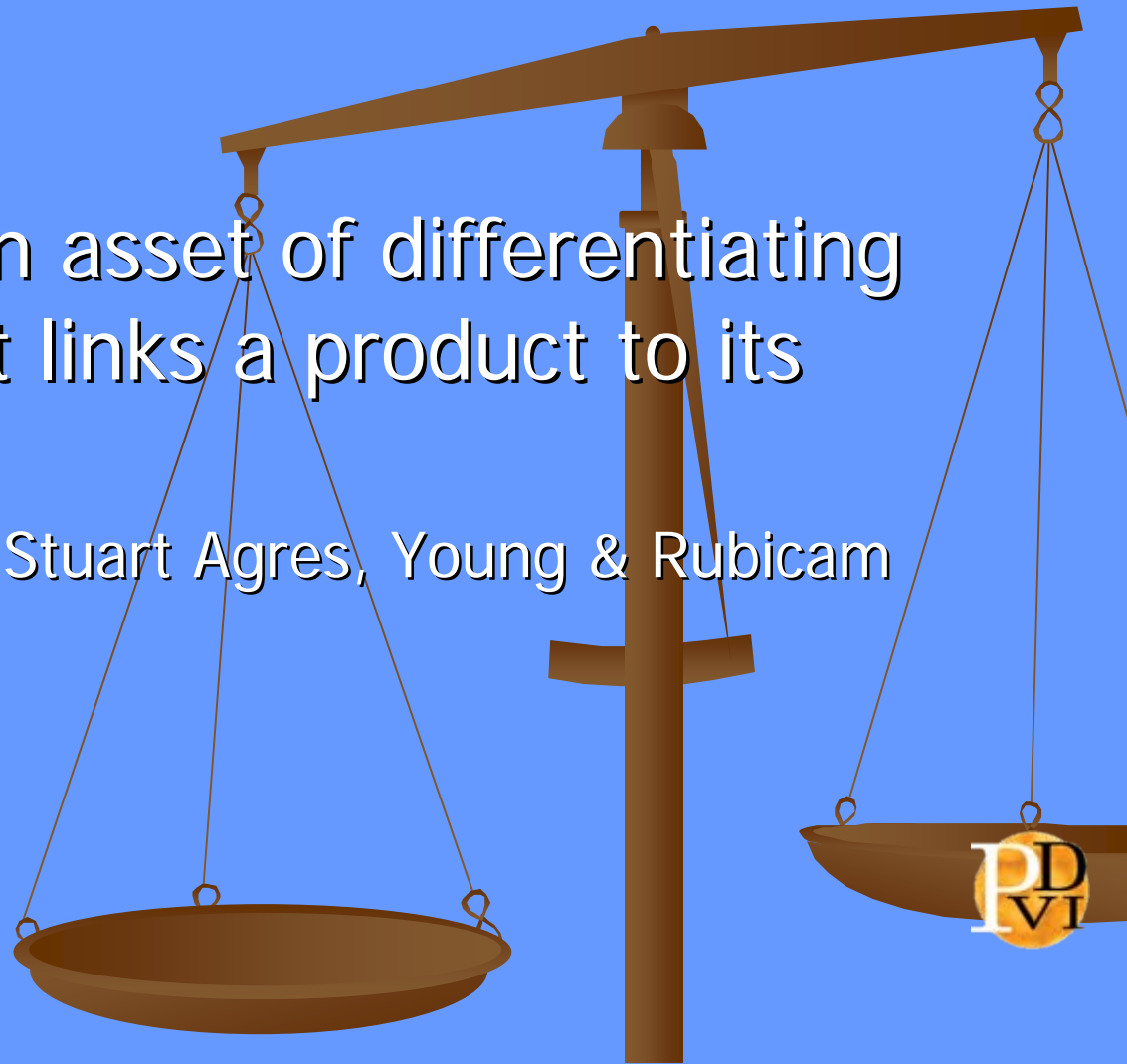
Don Douglas  
PDVI



# Branding defined

- "A brand is an asset of differentiating promises that links a product to its customers"

Stuart Agres, Young & Rubicam



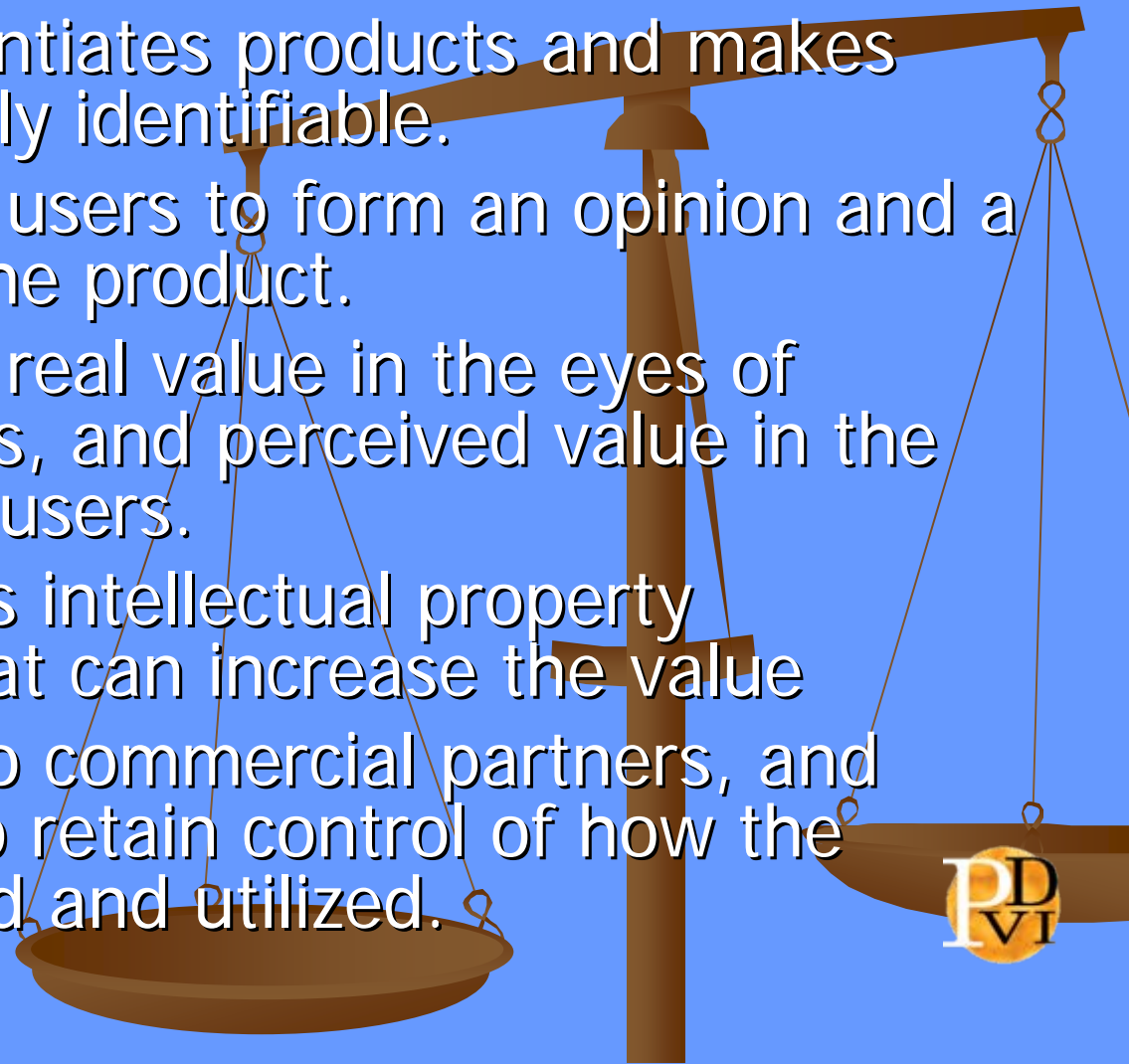
# The dilemma of branding drugs and vaccines created with public funds

- A brand represents a known, trusted quality for people while generic products are less known, less trusted. However, brand building is expensive and needs long-term support.



# The case for branding of social products...

- Branding differentiates products and makes the product easily identifiable.
- Branding allows users to form an opinion and a preference for the product.
- A brand creates real value in the eyes of industry partners, and perceived value in the eyes of product users.
- Branding creates intellectual property (trademarks) that can increase the value of the product to commercial partners, and allow the PDP to retain control of how the product is costed and utilized.



# The case against branding social products...

- Branding is expensive, and adds costs which must be borne by the consumer or by the donor. i.e. value of Coca Cola is largely the value of the brand
- Branding requires long-term support, and donors will not be willing to sustain support.
- If social concerns start competing with commercial firms in marketing, they 'unlevel' the playing field because they are playing with donor money.
- If social products knock commercial firms out of the market, what happens when the donor support ends and revenues are not sufficient to maintain the product in the marketplace?

# Why companies brand in the first place? What the private sector knows

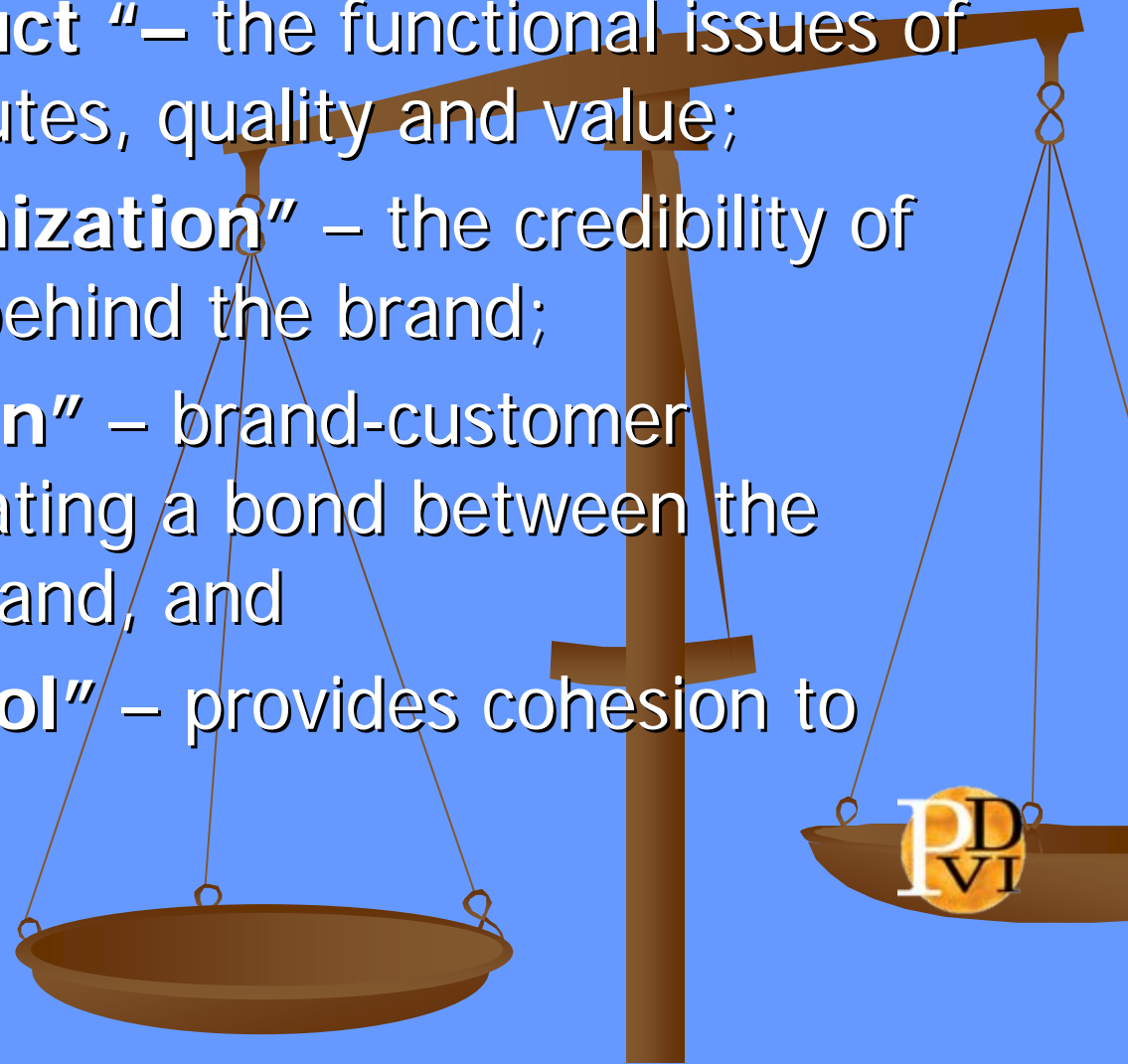
Brand Equity contributes to product value:

- Awareness – the strength of a brand's presence in the target's mind
- Perceived quality – associated with a brand in the mind of the target consumer
- Brand loyalty – repeat behavior determines long-term success
- Brand associations – emotional bonds that tie the brand to the target's self image.



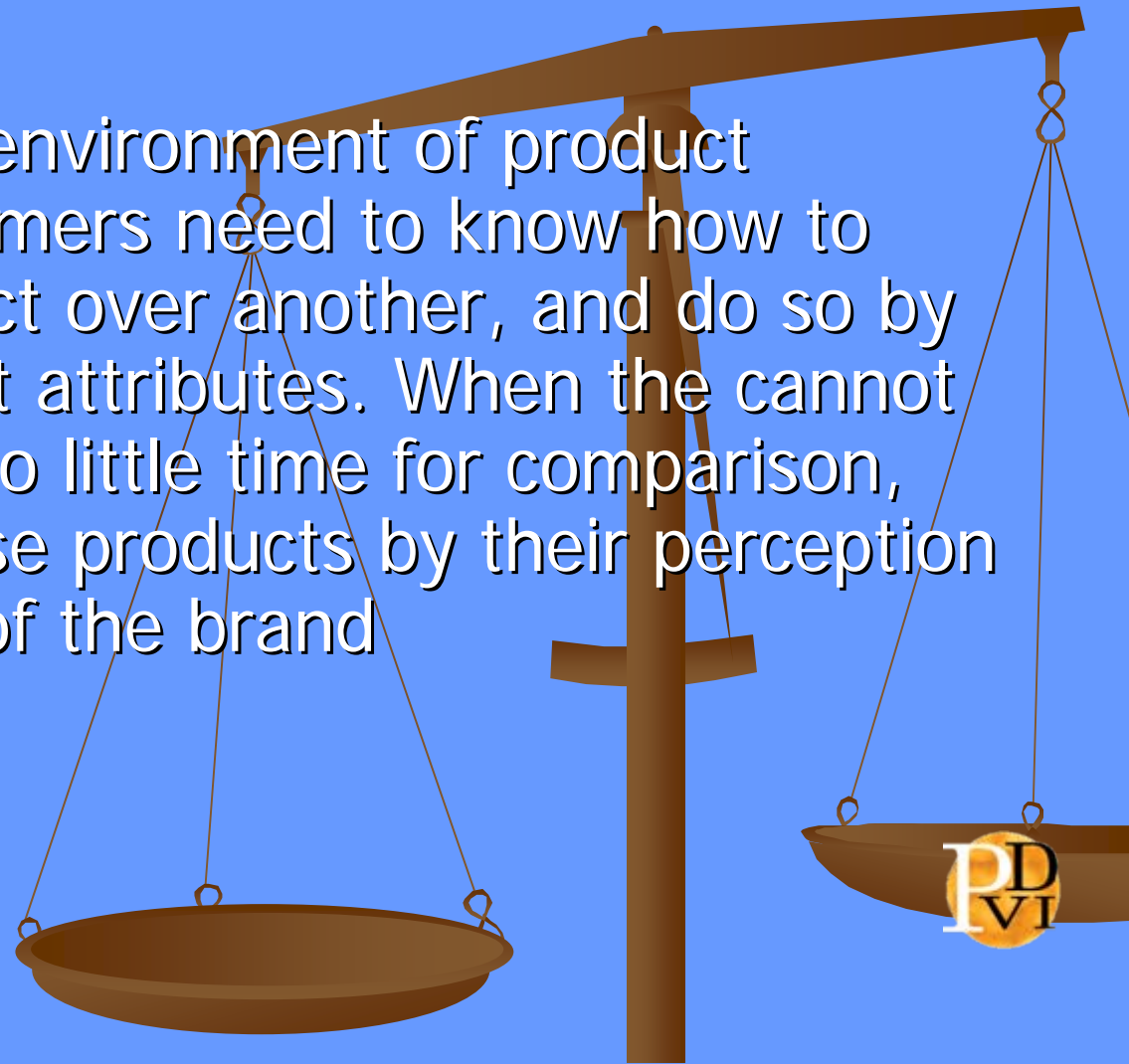
# Creating Brand Identity

- **“Brand as product”** – the functional issues of the brand’s attributes, quality and value;
- **“Brand as organization”** – the credibility of the organization behind the brand;
- **“Brand as person”** – brand-customer relationship – creating a bond between the person and the brand, and
- **“Brand as symbol”** – provides cohesion to brand identity.



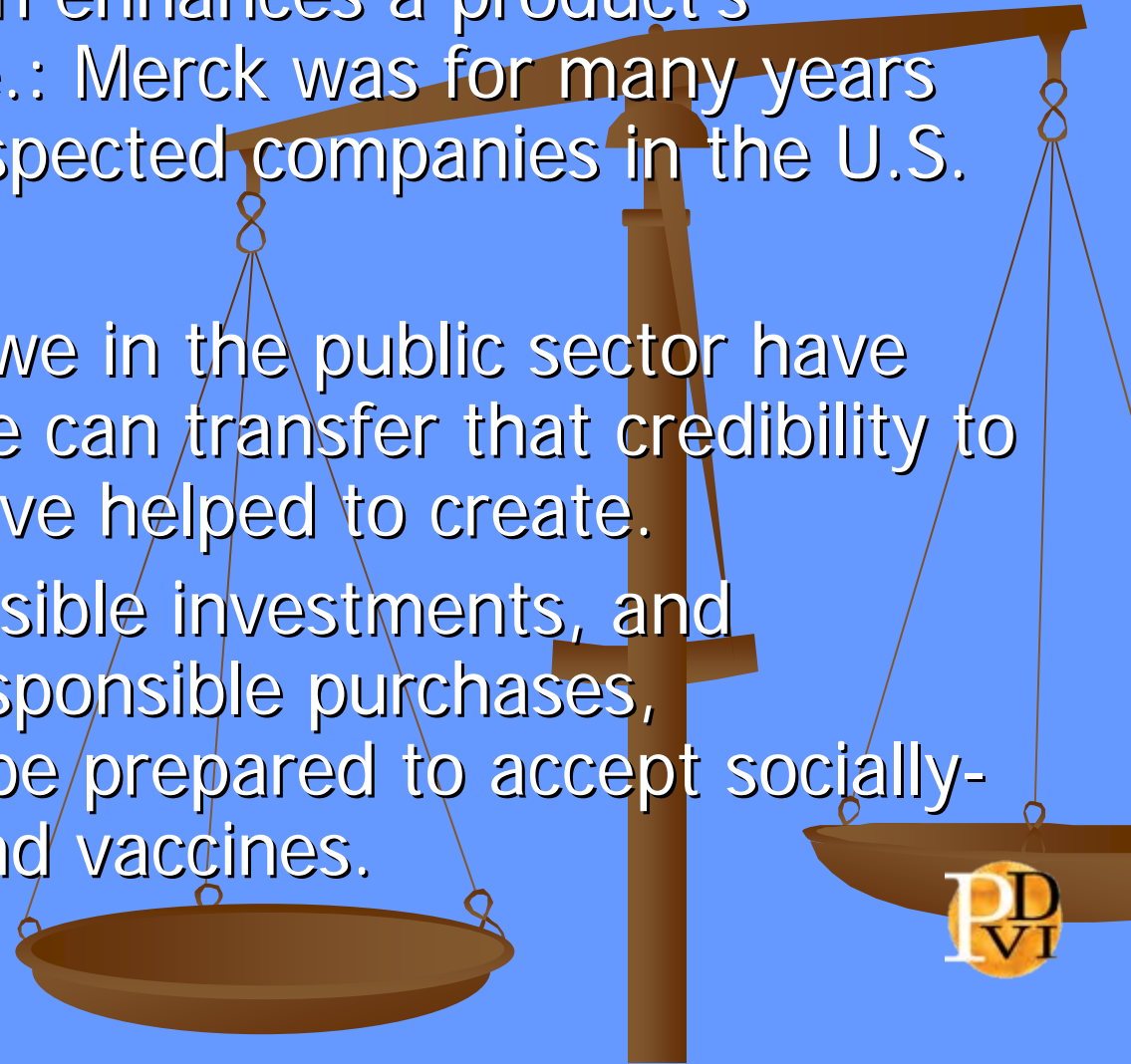
# “Brand as Product” helps establish the perception of quality and value

- In the high-noise environment of product advertising, consumers need to know how to choose one product over another, and do so by comparing product attributes. When they cannot do this, or have too little time for comparison, they tend to choose products by their perception of the reputation of the brand



# “Brand as Organization” establishes the value (social value) of the product

- Company reputation enhances a product’s perceived value, i.e.: Merck was for many years one of the most respected companies in the U.S.
- To the extent that we in the public sector have social credibility, we can transfer that credibility to the products we have helped to create.  
i.e.: socially-responsible investments, and environmentally-responsible purchases, consumers should be prepared to accept socially-developed drugs and vaccines.



# “Brand as person” may be most important in social marketing

- The brand-customer relationship is important – it creates a bond between the person and the brand
- “It will be difficult to for us to increase market share if we cannot establish a strong meaning (in terms of our target consumer’s self image) for our own brand”

David A. Aker, Building Strong Brands



# “Brand as Symbol” links the product to the consumer

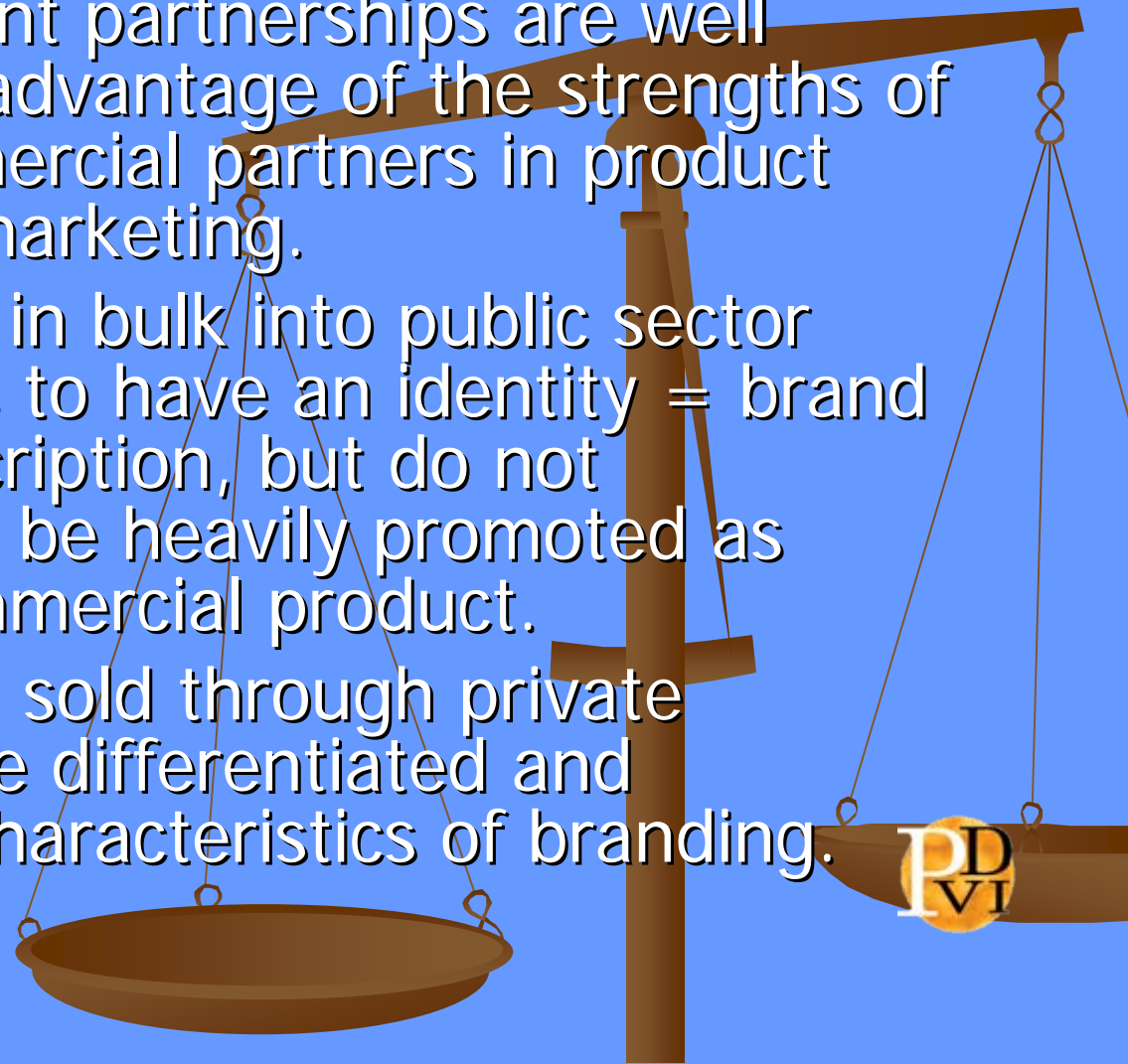
- Branded products can serve as symbols of the self image of the user.
- “A brand that captures your mind gains behavior. A brand that captures your heart gains commitment”

Scott Talgo, brand strategist



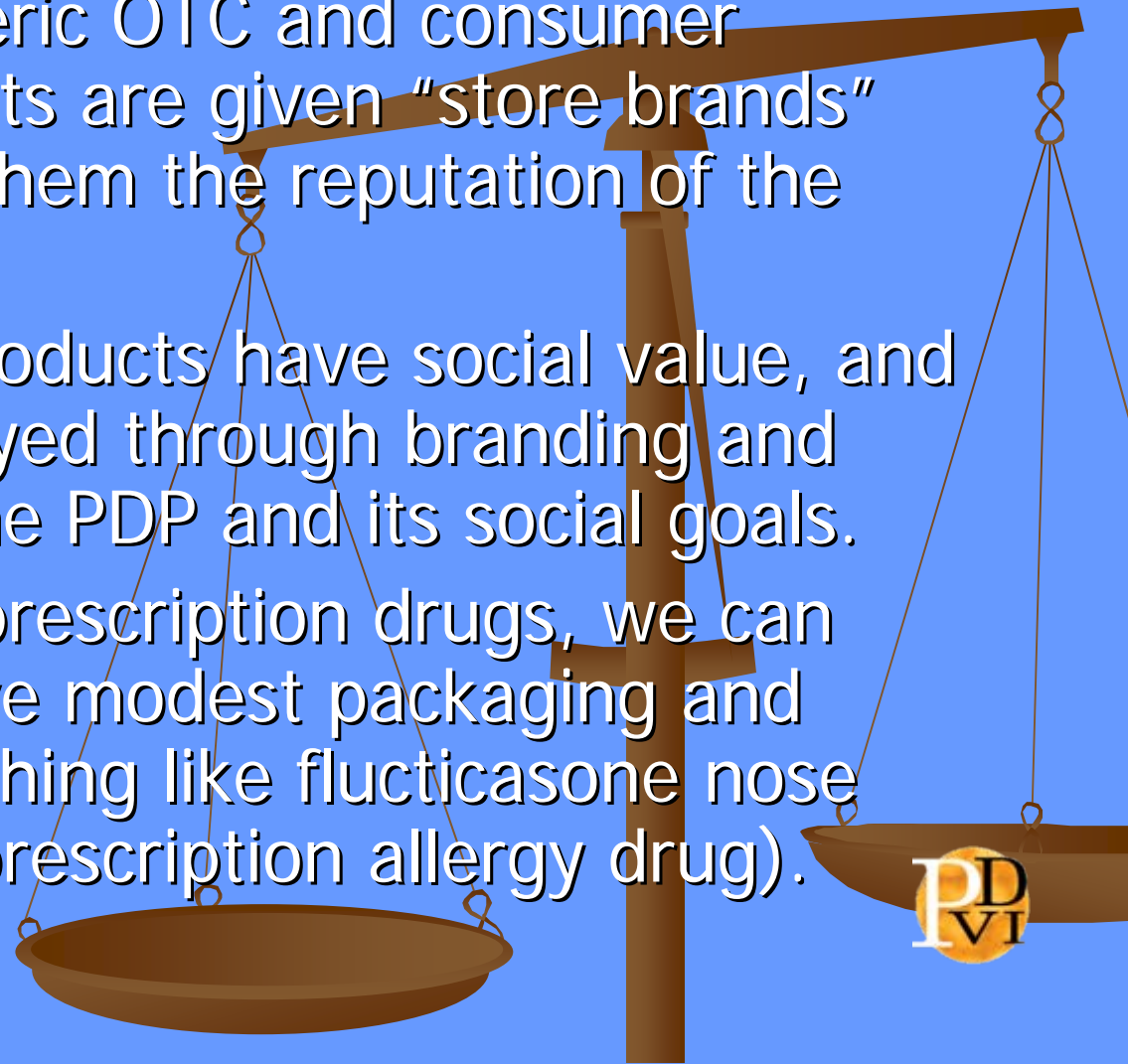
# Products resulting from Product Development Partnerships

- Product development partnerships are well positioned to take advantage of the strengths of their private, commercial partners in product development and marketing.
- Even products sold in bulk into public sector procurement needs to have an identity = brand name of some description, but do not necessarily need to be heavily promoted as would a purely commercial product.
- Vaccines and drugs sold through private channels need to be differentiated and identifiable – two characteristics of branding.



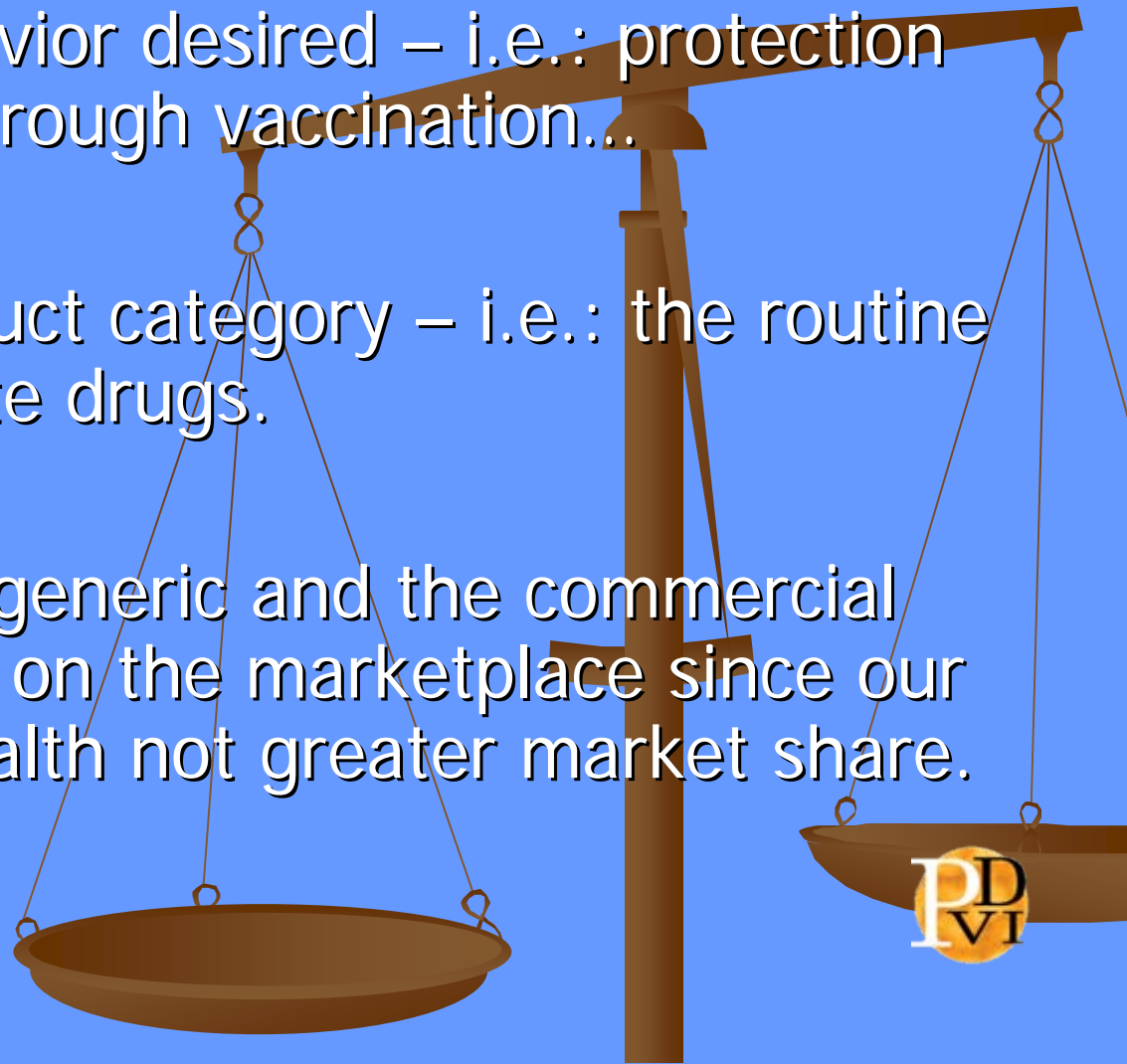
# Overbranding of generic products

- Increasingly, generic OTC and consumer healthcare products are given “store brands” which carry with them the reputation of the vendor.
- PDP-developed products have social value, and this can be conveyed through branding and identification of the PDP and its social goals.
- Even for generic prescription drugs, we can sometimes observe modest packaging and labeling for something like fluticasone nose spray (a generic prescription allergy drug).



# Generic promotion

- Promote the behavior desired – i.e.: protection against disease through vaccination...
- Promote the product category – i.e.: the routine use of anti-parasite drugs.
- Support both the generic and the commercial forms of products on the marketplace since our goal is greater health not greater market share.



# Overbranding and Generic promotion: An optimal solution?

- Brand to enhance product value to commercial partners, and to impart social value to users.
- Support modest packaging and labeling for vaccines and drugs developed with public funds.
- Don't invest in extensive brand marketing campaigns -- keep the promotional support generic, which will also support commercial brands of our private-sector partners.
- Harness the marketing power and expertise of commercial partners to support both commercial and non-commercial versions of the products.

# In Summary

- Overbranding and generic promotion makes sense because branding is expensive and requires sustained support: "Limited budgets are less forgiving and call for best-practice tactics." Aaker & Joachimsthaler, 1997.
- The nature of the product will largely determine how it is packaged and promoted, i.e.: ethical products – vaccines and prescription drugs are generally marketed to health professionals and not directly to consumers.
- Develop a comprehensive relationship with your private-sector partners, beyond production only. They have extensive experience in product marketing and can provide expertise and solutions.