

SIX ACTIONS PHARMA BRANDS CAN TAKE TO SUSTAIN MOMENTUM



Julia Jackson
Managing Director & Marketing
Comms Practice Lead,
M Booth Health



SHOW UP LIKE A PHARMA-LIFESTYLE BRAND

Consumers pay attention to how your medicines make life better, with scant interest in the regulatory restrictions you face.

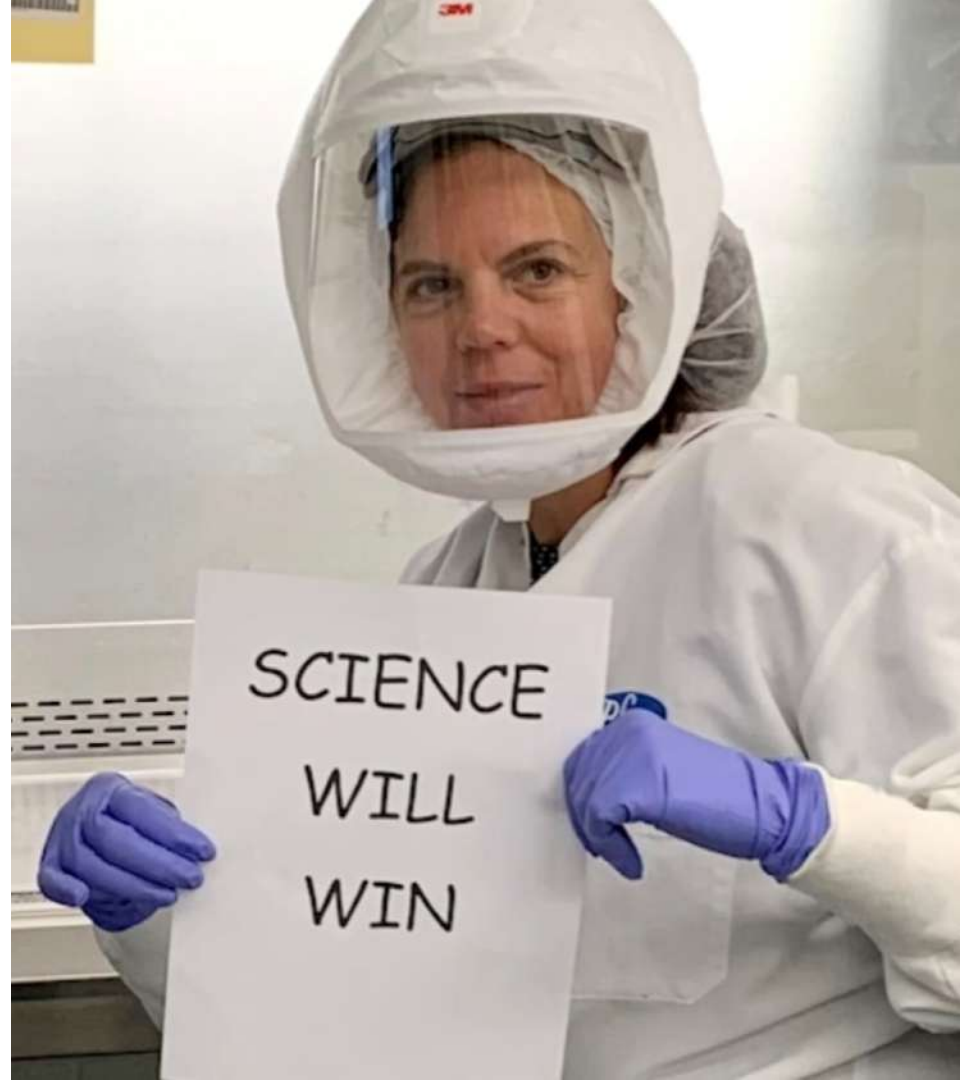
Think and operate like a pharmaceutical company, but act like a pharma-lifestyle brand by tapping into the emotional benefits of your products.



LEAD WITH SCIENCE

Consumers are more science savvy, spending time to understand how medicines are developed, tested and work.

Choose the messages and the people that make your science story human.



LISTEN AND ENGAGE WITH NEXT-GEN PATIENTS

Gen Z is actively driving conversation online about what they want – and don't want – from pharmaceutical brands.

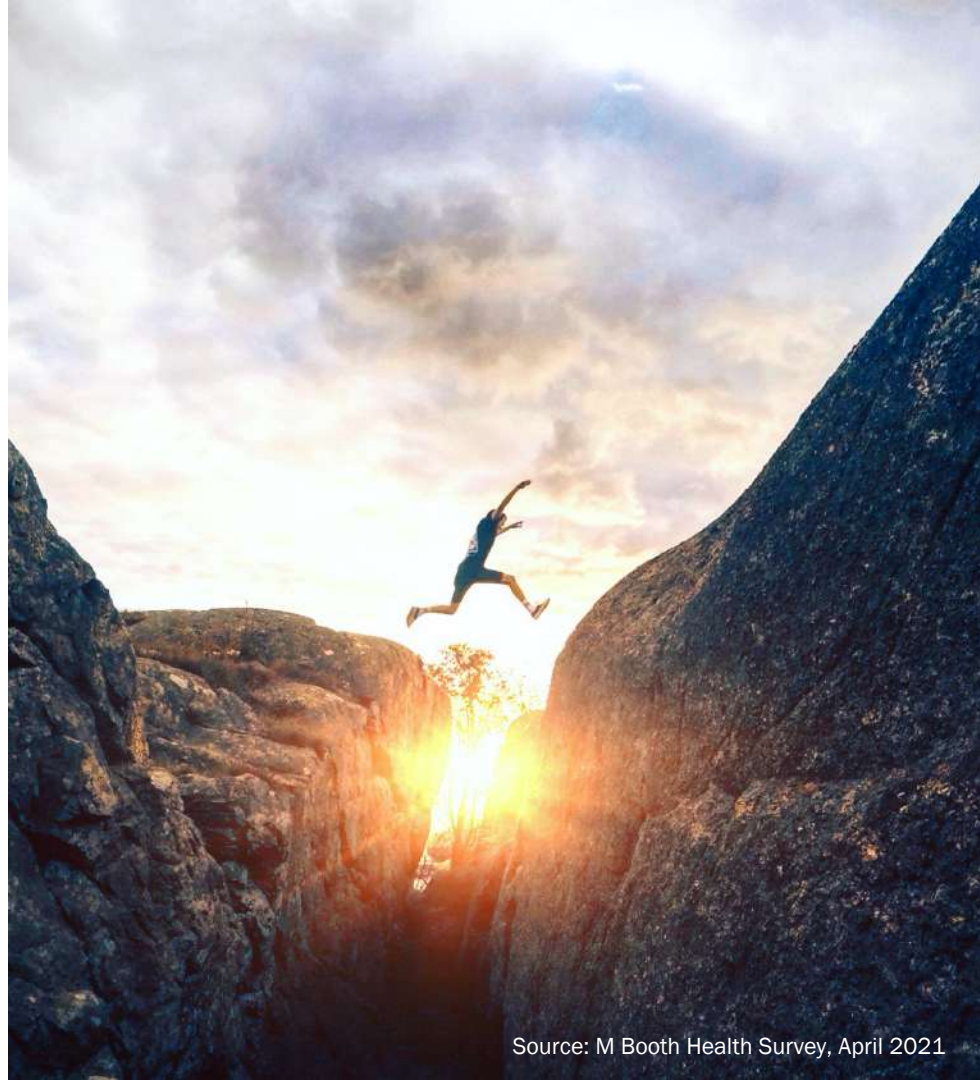
Invest in listening to this next generation of patients and shape your communications strategies with them in mind.



DIAL UP YOUR RISK TOLERANCE LEVELS

More than 1 in 3 (38%) Americans say more transparency and openness would make pharma brands more likeable.

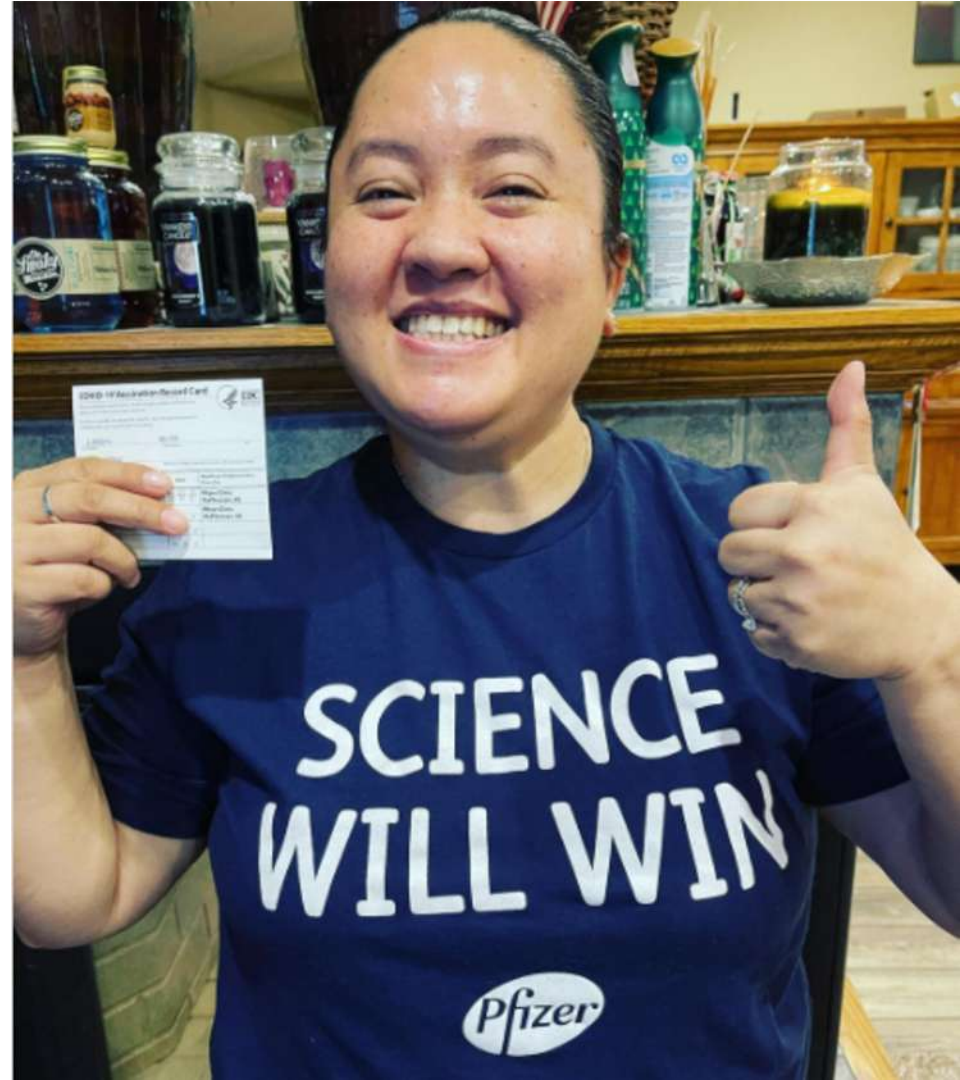
Showcase your company's personality and provide a peek at what's going on behind-the-scenes.



MAKE RELEVANCE A PRIORITY

Different consumer segments have different wants and needs of brands.

Don't just focus on making your medicines available – make your brand accessible by prioritizing relevance for each of them.



TELL IT LIKE IT IS

Greater awareness and appreciation for pharma brands and what it takes to bring innovations to market has increased brand trust.

Prioritize translating your mission and vision into a human story that's real and relatable to stand out for the long term.



SIX ACTIONS PHARMA CAN TAKE TO SUSTAIN MOMENTUM





To learn how this data applies to your brand, contact us:

hello@mboothhealth.com

M BOOTH

✕ HEALTH