

***Marketing plan & promotional activities of prescribed drug makers:
A case study of CERVARIX™ (Vaccine of Cervical Cancer) of
GlaxoSmithKline Bangladesh Limited.***

Prepared for

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Preface

To get the success of this report number of people has direct and indirect contribution. Some of the people gave the proper guideline and share their knowledge and few of them gave suggestion to carry out this report. I would like to say that the submission of the Internship report entitled “**Marketing plan & promotional activities of prescribed drug makers: A case study of CERVARIX (Vaccine of Cervical Cancer) of GlaxoSmithKline Bangladesh Limited.**” is a great achievement and delighting occasion for me.

To this regard I would like to take the opportunity to express my gratitude to my faculty supervisor, Mr. Mahmudul Haq Assistant Professor, BRAC Business School BRAC University. . His suggestions and comments to make the report a good one was really a great source of sprit for me.

I would like thank my organization supervisor Shamim Rabbani, Commercial Director, GlaxoSmithKline Bangladesh Limited to share his valuable time and to guide me throughout the project.

I sincerely believe that the road to improvement is never ending. Hence, I shall look forward to and gratefully acknowledge all suggestions received.

Letter of Transmittal

September 23, 2012

Mr. Mahmudul Haq
Assistant Professor,
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Subject: Submission of internship report.

Dear Sir,

With due respect, I am pleased to submit my internship report titled as “**Marketing plan & promotional activities of prescribed drug makers: A case study of CERVARIX (Vaccine of Cervical Cancer) of GlaxoSmithKline Bangladesh Limited.**” prepared on my internship with GlaxoSmithKline Bangladesh Limited.

I have tried my best follow your guidelines in every aspect of planning this report. I have collected what I believe to be most important information to make this report as specific and coherent as possible. I would be glad to explain any matter in this report, if it is required. You may have correspondence with me at the address given below.

Sincerely Yours,

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Executive Summary

GlaxoSmithKline is the world leading research-based pharmaceutical company with a powerful combination of skills and resources to provide a platform for delivering strong growth in today's rapidly changing health care environment.

Recently there has been much excitement over the development of vaccinations against cervical cancer. For the first time, medical science has discovered how to protect women against the viral infections that cause cervical cancer. Now GlaxoSmithKline is launching one of their greatest innovations- CervarixTM, the first ever cancer vaccine in Bangladesh.

Cervical cancer can strike women early, often in their mid-thirties, when they are in the prime of their lives. They may be raising children, caring for their family, and contributing to the social and economic life of their community. Their death is both personal tragedy, and a loss to their family and their community. So, all ages of women including the young females (10 years and above) should be take CervarixTM in order to fight this deadly disease. In order to launching this vaccine in the market I have made a marketing plan for CervarixTM.

I have also focused on the promotional activities where creating awareness among the people get priority. Various media vehicle will use for this promotional activities such as TV, newspaper, and FM radio.

I have concluded with some recommendations, which I think, will be helpful for GSK to understand their lacking and how they can reach the target group.

Chapter 01: Introduction

1.1 Background of the report

Cervical cancer is a malignancy (cancerous tumor) of the cervix- part of the major female reproductive organ. Cervical cancer can develop as a result of a persistent infection with a virus known as human papilloma virus (HPV). It is the 2nd most common cancer in the world and every single day 18 women die because of this cancer in Bangladesh. Lack of trust in health care system of Bangladesh, family and community support, religious, social and cultural barriers- there are so many reasons why there is no awareness of this deadly disease which is the major cause of death in women around the world, killing 270,000 women each year which means that every two minutes, somewhere in the world a woman dies from this deadly disease.

Recently there has been much excitement over the development of vaccinations against cervical cancer. For the first time, medical science has discovered how to protect women against the viral infections that cause cervical cancer. For the first time in Bangladesh GlaxoSmithKline is launching the cervical cancer vaccine CervarixTM. The precautions should be taken much more earlier in women's lives. CervarixTM can be taken by young females starting from the age of 10 and above.

For promoting this vaccine in the market creating awareness among the people is very important. TV channels, FM radio, and newspaper are using as media vehicle which are the most effective way to reach the target audience in Bangladesh.

1.2 Objective of the report

General Objective: Selecting media vehicle for promoting CervarixTM.

Specific Objective: Increasing awareness level in the target audience as well as reach the target group through promotional activities.

1.4 Methodology

To execute my study I pursued the way of "case study" methodology. At first the information were collected from Different journals, articles, and published documents collected from GlaxoSmithKline Bangladesh Ltd as well as browsing internet. Then the marketing plan was made for the new launching vaccine CervarixTM.

1.5 Limitation

The limitations those I encountered most of the time are:

- The available information was not always fully helpful for making a effective marketing plan as well as selecting media vehicle for promoting the vaccine.

- Another limitation that I faced is GSK is very conservative and restrictive about sharing their internal data & problem issues, interns are not an exception.
- Due to the government restrictions on drug companies marketing activities it was not possible to directly promote GSK's vaccine and incorporate it with promotional campaign.

Chapter 02: Industrial & Theoretical Background

2.1 Current situation of pharmaceutical companies in Bangladesh

The most notable aspect about the development of Bangladesh's pharmaceutical industry is the emergence of new local companies in the wake of Drug Control Ordinance that came into operation in 1982. The policy provided additional legislative powers to control this sector and to bring about appropriate legal coverage. It aimed to remove medicine considered harmful, useless and unnecessary from the market and ensured the supply of essential drugs of all levels of health care delivery, at affordable price. It is about time to review this two decade old National Drug Policy.

The high-powered review committee of the National Drug Policy has completed their work, suggesting some new provisions including permission to foreign pharmaceutical companies to manufacture drugs in Bangladesh. This will be the start of a new era. The year 2016 will mark the end of TRIP regulations that has allowed Bangladesh to copy world-renowned pharmaceutical products at a cheaper price. This competitive advantage should be utilized to the maximum by supporting the pharmaceutical companies to the full. The Indian firm Sun Pharmaceutical has already built a big setup and has started its operation in Bangladesh.

In Bangladesh, pharmaceutical industry is a growing sector that contributes as import substitutes and also covering 95 percent of local demands. The pharmaceutical industry is the country's second largest tax payer. Avenues are being created in this sector to emerge as a specially promising one to increase export of the country after RMG. During the last fiscal year, 2002-2003 the earning from pharmaceutical exports stood at USD 10 million covering 52 countries. On the other hand Bangladesh imports drugs worth USD 31 annually.

The country's pharmaceuticals sector witnessed an unimaginable investment boom in last couple of years as around Taka 25 billion has been ploughed into it alone. Investment worth Taka 20 billion is on way as the government has decided to set up an API park in Chittagong with the facility to house 20 plants. In the last few years as many 10 company each investing Taka 400 million or more have emerged. Some are already marketing their products while others are in the process. The leading companies are also taking innovative, forward-looking steps. They have set their eyes firmly on the WTO's TRIPS and Public HEALTH AGREEMENT, WHICH PROMISES Bangladeshi companies the opportunities to export billions between 2005-2016.

As India and China and all present sources of raw materials are signatory of the WTO, it is natural that they will not produce raw materials of patented products from 2005 onwards. Although as an LDC, companies in Bangladesh are allowed to produce patented products, it is unknown where Bangladesh would get the raw material APLs in order to produce these drugs. Bangladesh needs tax-free imports to all materials and equipment as well as concessional interest rates in bank loans.

2.2 Bangladesh health sector

In 2001 total number of hospital were 1382 wherein 670 were govt. And 712 were non govt. In 2001 registered physicians were 32498. Persons per physician 4043. Registered nurses were 18135 in 2001. Total government expenditure on health including family planning was taka million 23450 and per capita government expenditure on health and family planning was 180 in 2000. Currently there are 245 licensed allopathic drug manufacturing units in the country. They manufacture about 6000 brands of medicine in different dosage forms. There are 1500 (approx.) wholesale drug license holders and about 50000 (approx.) retail drug license holders in Bangladesh.

In the pharmaceutical industry 75000 (approx.) skilled and unskilled people are associated. Merger of bigger companies does not have any impact on the market. Only six multinational companies have manufacturing plant in Bangladesh, others operate through distributors which are insignificant in number. Bangladesh pharmaceutical sector has been dominating by local companies. Top twenty companies captured almost 80% of the total market. Rural coverage of pharmaceutical companies is improving. All the companies have been operating through their own depots all over the country and distributing products door to door in the retail pharmacy outlets. The setting up of Upazila Health Complexes ensured presence of MBBS doctors in the rural areas.

2.3 Bangladesh Pharma Market overview

During the Third Quarter (MAT) 2004 the Bangladesh Pharmaceutical index had shown the Pharmaceutical's market to be taka 28416 million in the local currency, USD 482 million in dollar currency and the market growth stood at 8.77% although, the unit growth and USD growth stood at 3.97% and 7.24% respectively. In the year 2000 and 2001, the Bangladesh pharmaceutical market growth rate was 28% and 22.55% respectively but in the year 2002 and 2003 the growth rate was 10.34% and 5.85% respectively. The lower growth rate had been recorded in 2003 and 2004 (MAT 3Q) mainly because of country's economic recession.

Square Pharmaceuticals had been maintaining the number one position for several years now even in 2004 (MAT 3Q) followed by Beximco Pharmaceuticals. Incepta has increased its rank from ten to fifth. In the Product Table Neceptin R and napa of Beximco had captured the first and third position respectively followed by Neotack of Square.

Among the new product (13 Months) during the year 2004 (MAT3Q) Provited A-Z of incepta held the top position. In the top twenty new product list five products from Incepta, four products from ACME, three products from Square and three products from Renata were

included. In the new products category multivitamin and multiminerals are the main segment. Gatifloxacin, Valdecoxib, Ambroxol, Amlodopine and Atenonol combination, Clopidogrel and Aspirin combination, Flupentixol and Melitracen combination, Diofuin and Hesperidine combination captured good market share.

A new era is yet to begin for Bangladesh pharmaceutical sector. It will start from 2005 and will continue up to 2016. These eleven years will be very crucial and important for the pharmaceutical industry. Government support is also very important to grow and expansion of the sector at this stage. If Bangladesh can handle this scope with foresightedness and organized future planning then it will definitely establish itself in the world market. (Sources: Statistical Year Book 2002)

2.4 Present market shares of local and multinational companies

Market Shares of local and Multinational Pharmaceutical Companies

Types of Company	Numbers	Market share
Local Companies	320	96.25%
Multinational Companies	20	3.75%

Source: Marketing Department of GSK, Annul report 2011

Figure: Market Shares of Pharmaceutical Companies

In Bangladesh, pharmaceutical industry is fast growing sector that contributes as import substitutes and also covering 97 percent of local demands. At present, in Bangladesh, there are 320 national pharmaceutical companies and only 20 multinational or foreign companies operating.

2.5 Theoretical background

Marketing plan for new product lanching:

As a marketer, everyone needs a good marketing plan to provide direction and focus for brand, product, or company. With a detailed plan, any business will be better prepared to launch a new product.

The purpose and content of a marketing plan:

Unlike a business plan, which offers a broad overview of the entire organization's mission, objectives, strategy, and resource allocation, a marketing plan has a more limited scope. It serves to document how the organization's strategic objectives will be achieved through specific marketing strategies and tactics, with the customer as the starting point. It is also linked to the plans of other departments within the organization. Without the appropriate level of organizational support and resources, no marketing plan can succeed. Smaller businesses may create shorter or less formal marketing plans, whereas corporations frequently require highly

structured marketing plans. To guide implementation effectively, every part of the plan must be described in considerable detail.

The role of research:

Marketing plans are not created in a vacuum. To develop successful strategies and action programs, marketers need up-to-date information about the environment, the competition, and the market segments to be served. Often, analysis of internal data is the starting point for assessing the current marketing situation, supplemented by marketing intelligence and research investigating the overall market, the competition, key issues, and threats and opportunities issues. As the plan is put into effect, marketers use advertising and other forms of research to measure progress toward objectives and identify areas for improvement if results fall short of projections. Finally, marketers use marketing research to learn more about their customers' requirements, expectations, perceptions, and satisfaction levels. This deeper understanding provides a foundation for building competitive advantage through well-informed segmenting, targeting, and positioning decisions. Thus, the marketing plan should outline what marketing research will be conducted and how the findings will be applied.

The role of relationships:

The marketing plan shows how the company will establish and maintain profitable customer relationships. In the process, however, it also shapes a number of internal and external relationships. First, it affects how marketing personnel work with each other and with other departments to deliver value and satisfy customers. Second, it affects how the company works with suppliers, distributors, and strategic alliance partners to achieve the objectives listed in the plan. Third, it influences the company's dealings with other stakeholders, including government regulators, the media, and the community at large. All of these relationships are important to the organization's success, so they should be considered when a marketing plan is being developed.

Definition of Promotion:

Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific organizational objectives. Nearly all organizations, whether for-profit or not-for-profit, in all types of industries, must engage in some form of promotion. Such efforts may range from multinational firms spending large sums on securing high-profile celebrities to serve as corporate spokespersons to the owner of a one-person enterprise passing out business cards at a local businessperson's meeting.

Like most marketing decisions, an effective promotional strategy requires the marketer understand how promotion fits with other pieces of the marketing puzzle (e.g., product, distribution, pricing, target markets). Consequently, promotion decisions should be made with an appreciation for how it affects other areas of the company. For instance, running a major advertising campaign for a new product without first assuring there will be enough inventory to meet potential demand generated by the advertising would certainly not go over well with the company's production department (not to mention other key company executives). Thus,

marketers should not work in a vacuum when making promotion decisions. Rather, the overall success of a promotional strategy requires input from others in impacted functional areas. In addition to coordinating general promotion decisions with other business areas, individual promotions must also work together. Under the concept of Integrated Marketing Communication marketers attempt to develop a unified promotional strategy involving the coordination of many different types of promotional techniques. The key idea for the marketer who employs several promotional options (we'll discuss potential options later in this tutorial) to reach objectives for the product is to employ a consistent message across all options. For instance, salespeople will discuss the same benefits of a product as mentioned in television advertisements. In this way no matter how customers are exposed to a marketer's promotional efforts they all receive the same information.

Promotional Mix:

The 'Promotional mix' is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers.

The promotional mix includes the following tools.

- Advertising
- Public relations
- Sales promotion
- Direct marketing
- Personal selling

The promotional mix is part of the wider marketing mix. If customers don't know what products and services we provide, then our business will not survive in today's competitive marketplace. Effective communication with our customers is vital to ensure that our business generates sales and profits. By taking the time to develop and implement an appropriate promotional mix, we will stimulate our target audience to buy our products or services - and manage this within a budget we can afford.

A successful promotional mix uses a balance of its five tools in a planned and structured way. A single tool rarely works well in isolation. The challenge is to select the right mix of promotional activities to suit your particular business at a particular time. And to then use it correctly to achieve a result. The combination of tools you use will depend on the target audience, the message you wish to communicate and the budget you make available.

10-step checklist for developing and managing promotional mix:

1. Decide how the products and services we provide can be 'packaged' together. The image of business is formed by the way of promote the elements of the marketing mix-products, prices and the places through which we sell. It is often helpful to think about promoting the business as opposed to a single product or service.
2. Develop a profile of the target audience for the message which will communicate. Who is the target audience? This goes beyond a simple customer list. Is it consumers, businesses or members of the channel (such as distributors) are using to get product to the end customer? Is it the wider stakeholder audience?

3. Decide on the message to use. Are we trying to differentiate, remind, inform or persuade? Set an objective for what should be achieved. Be clear about the benefits that we want to promote.
4. Decide what image of the product/service/business we want our audience to retain.
5. Decide on a budget. This is often how much we can afford given projected sales for the product or service.
6. Decide how the message should be delivered. To help us to decide what aspects of the promotional mix to use, think about taking our customers on a journey that starts by creating awareness about our business, through obtaining information about the products and services you provide, and ends by generating a sale. Each component of the mix will achieve a different result, so our choice must be based on real objectives for our business. What promotional tools should be used? When should communications happen? How often? Is the message consistent?
7. Decide what actions we want your audience to take as a result of receiving our communication.
8. Put in place a means of measuring and controlling the plan once it is developed. Who will be responsible for dealing with the agency or media? Who will be responsible for checking that promotional activity happens as planned?
9. Undertake our promotional plan. Be consistent in what say is and how you say it.
10. Measure what we have achieved against the original objectives that we set.

To use the promotional mix effectively, we need to understand a little bit more about each of the five tools and how you could use them to achieve our objectives.

Advertising: There are three main reasons for advertising.

- To provide target audience with information (creating awareness)
- To persuade them to buy (by promoting product and company benefits)
- To reinforce our existence (by consistently repeating key messages).

Research shows that people need to see an advertisement at least seven times before it starts to mean anything to them. So, to be effective, advertising needs to be conducted regularly in a consistent and 'recognizable' manner. It can therefore be quite costly. Typical advertising media include Yellow Pages, local newspapers, radio, trade journals, exhibitions and websites. It is also difficult to assess how much business is achieved through 'paid-for' advertising unless include some form of monitoring scheme (such as a discount voucher) within the advertisement.

Public relations: Publicity is something that 'happens' to a company and the result may be good or bad. Public relations (or PR) involve a sustained attempt to develop reputation as a business by using the media to help create the image. It is a way of keeping the business in customer's eyes. News or press releases can be distributed to the media to announce, for example, new product launches, a change in opening times or company successes. Articles can be distributed to trade journals or local newspapers, and sponsorship or charitable donations can help to position business more prominently in the market place than competitors. Attendance at exhibitions and seminars can also help to promote the image of business to a chosen target

audience. If we feel confident dealing with the media ourselves, then public relations can be a very cost-effective method of promoting our business.

Sales promotion: This activity is best described as a specific, usually short-term, promotion that is 'over and above' what we would normally provide to the customer (e.g. buy one, get one free). When used effectively, sales promotions can help to move old stock, counteract competitor activity, merchandise new products, encourage repeat buying and motivate our staff. They can also be monitored, so the success of a particular sales promotion can be measured over time. Sales promotions are a good way of attracting new customers. However, on their own they are unlikely to build customer loyalty or change their longer term buying habits. The type of promotion selected also has to be relevant to our target customers as well as to our own marketing objectives.

Direct marketing: Direct marketing is an increasingly popular technique as it enables to target specific customer groups very accurately. It is a flexible way to deliver message and, because each letter can be personalized, the chances of a response are greatly improved. The overall success of a campaign can also be directly measured in terms of the number of responses received. We can collect information on customers and use this to build up our own 'in-house' database. Although this can be time-consuming, the information gathered will be accurate and relevant to us, and can be relatively easily kept up to date.

Personal selling: This is the most effective form of promotion because it allows our approach to be tailored to the needs of an individual customer. Getting a sale is ultimately extremely important, but the process involves a lot more than this. It is about having a constructive dialogue with customers to listen to their needs, promote product & company benefits on an individual basis, answer any questions, resolve any problems and get their feedback before clinching a sale. Face-to-face, a sales person can build a relationship with the customer - understanding their needs and feeding back this knowledge to the business to improve products, customer service standards, competitor knowledge etc. Employing a sales person is a costly exercise in the first instance, but it is one that will provide a pay back, usually within 1-2 years. For owner/managers of small businesses who may not have sufficient resources to employ such staff, do not forget that a personal approach to customers is still appreciated and is an important part of any business development strategy. Active networking with existing customers, suppliers, business associations and specialized industry groups can also play a valuable role in promoting business to a wider target audience and the value of this activity should not be underestimated.

Once we have completed the plan for your promotional mix, you need to plan and undertake specific promotional activities and make sure they meet our objectives.

Advertising programmers: These can be expensive and need to be planned ahead in order to meet publishing deadlines.

Public relations: A campaign will only be a success if it has been planned, coordinated and measured against a desired set of results.

Sales promotions : These need to be effectively managed by setting objectives for each promotion and evaluating the results after the event.

Direct marketing: Weigh up the benefits of using your own list against a bought-in list and whatever choice you make, be prepared to follow-up your activity to create the sale.

Sales representatives: A sales force needs to be motivated and managed to achieve sales targets. They require time and resources for training, motivation and personal development before they become fully effective.

WHAT IS CERVICAL CANCER?

Cervical cancer is a malignancy (cancerous tumor) of the cervix. The cervix is located in the neck of the womb, where it opens into the vagina.

Cervical cancer can develop as a result of a persistent infection with a virus known as human papillomavirus (HPV).

Infection with human papillomavirus is common and easily transmitted through sexual activity. Although scientists have known for many years that cervical cancer is caused by this virus, many people – and many of these are women – are still unaware of these facts. Scientists' good understanding of what causes the disease has also led to major breakthroughs in treatment and prevention

There are over 100 types of HPV, but only 15 are linked to cancer. Of these, virus types 16 and 18 together account for approximately 70 percent of the cervical cancer-cases worldwide. HPV virus types 45 and 31 are the third and fourth most common cancer-causing types globally, accounting for about 10 percent of cervical cancers. Some other HPV types cause genital warts, are curable and do not have the dreadful impact of cancer, and many others cause no symptoms at all.

The virus is passed on by sexual contact, although not necessarily by full sexual intercourse. Barrier methods such as condoms can offer substantial, but not complete protection against HPV infection. HPV infection is not related to promiscuity and most experts acknowledge that this common, highly infectious virus is spread as a consequence of normal sexual activity. Every sexually-active woman is at risk.

WHO IS AT RISK OF CERVICAL CANCER?

Unlike breast cancer, there is no evidence that some women inherit a genetic likelihood to develop cervical cancer. In some circumstances, other factors – such as smoking or long-term use of oral contraceptives – may cause an HPV infection to become more persistent, potentially increasing the risk of cancer. But the absolute necessary cause of the cancer itself is

always a persistent infection with an HPV virus and not lifestyle factors alone. Without HPV infection, there is no cancer.

Most women (around 80 percent) are likely to acquire an HPV infection at some time in their lives. However, it doesn't mean that all these women will develop cervical cancer. In most cases the body clears the infection. On occasion, however, the body may not be able to clear the virus and an infection with one of the cancer-causing types may persist. Changes of cells in the cervix can then begin to take place, which over time (from 2 to 20 years) may become cancerous. If changes in the cervix are detected early through screening, management and eventual treatment options are available.

How common is CERVICAL CANCER?

Cervical cancer is a major cause of death in women around the world, killing 270,000 women each year - which means that every two minutes, somewhere in the world a woman dies from this deadly disease. It is currently estimated that over 1.4 million women are living with cervical cancer worldwide and, half a million new cases are reported in women each year. Projections indicate that, without a dramatic improvement in cervical cancer prevention, there could be over a million new cases each year by 2050.

SCREENING ALONGSIDE VACCINATION FOR THE BEST POSSIBLE PROTECTION

In countries where screening programmes have been successfully implemented, the number of cervical cancer cases has fallen dramatically.

Vaccination alongside regular screening could significantly reduce the risk of developing cervical cancer. Vaccines that can protect women from developing persistent infections from cancer-causing types of the virus are now available. In the coming years many countries will routinely vaccinate girls to ensure that they are protected before they start to come into contact with HPV.

As women remain at risk throughout their life, older women could also benefit from vaccination to protect themselves against new or subsequent infection by cancer causing virus types. This is particularly important, as the body's immune system declines with age and there is a higher risk of the infection with cancer-causing virus types becoming persistent when women become older.

Vaccination can reduce a woman's risk of developing cervical cancer, offering protection from infection by the two HPV types that account for 70 percent of cervical cancer cases worldwide. However, screening remains important for cervical cancer prevention.

HOW VACCINES WORK?

If disease-causing bacteria or disease causing viruses invade the body, the immune system learns to recognize the 'invader' and helps clear the infection. In some cases the immune system will establish a memory so that when exposed again to the 'invader' it will recognize the

‘invader’ and destroy it. Antibodies are key elements in the body’s immune system functioning. Vaccination will trigger the body’s immune system to build a defense against a disease causing agent. In some cases the body’s natural immune response does not protect against subsequent HPV infection. This is why cervical cancer vaccines bring so much value to cervical cancer prevention.

For example, the cervical cancer vaccine contains a non-infectious copy of the HPV virus that is in fact an ‘empty shell’. After vaccination, the body builds a defense against the ‘empty shell’ that looks like HPV. If then, that HPV enters the body it will be recognized and cleared from the body by the immune system.

Generally vaccines are combined with ‘adjuvants’, this add-on helps stimulate the immune system, increasing the body’s immune response. Conventional adjuvants may not always be sufficient to achieve a strong enough response.

ADJUVANT SYSTEM DESIGNED FOR LONG-LASTING PROTECTION

GlaxoSmithKline (GSK) recognized that one-size does not fit all and has developed a new generation of Adjuvant Systems that help tailor vaccines to specific disease type and the target population. These new ‘smart’ Adjuvant Systems are a new frontier in vaccination, aiming at better protection from killer diseases.

The cervical cancer vaccine is another beneficiary of the Adjuvant System technology and contains the Adjuvant System AS 04 designed to enhance protection where it is most needed by providing a strong and sustained immune response.

CERVICAL CANCER FACTS

- Every two minutes, somewhere in the world a woman dies from cervical cancer.
- Worldwide, cervical cancer is the second most common cancer in women aged 15 to 45.
- Cervical cancer is not hereditary. The necessary cause is a persistent infection with a human papillomavirus (HPV).
- Every woman is at risk of cervical cancer throughout her lifetime.
- Vaccination alongside regular screening should provide women the best possible protection against cervical cancer.
- GSK’s cervical cancer vaccine is designed to provide long-lasting protection.

Chapter 03: Organizational Profile

3.1 General Overview of GlaxoSmithKline Bangladesh Limited:

Glaxo Group Limited:

GlaxoSmithKline (GSK) is a world leading research-based pharmaceutical company with a powerful combination of skills and resources that provides a platform for delivering strong

growth in today's rapidly changing healthcare environment. GSK's mission is to improve the quality of human life by enabling people to do more, feel better and live longer.

Burroughs Wellcome:

On September 27, 1880 two USA Pharmaceuticals, "Henry Wellcome" and "Silas Burroughs" created important joint activity for US pharmaceuticals products as Burroughs Wellcome. Within two years, Burroughs Wellcome was manufacturing its own products in central London basement. Wellcome invented the word "Tabloid" to describe the condensed tablets. In 1985, "Wellcome Private Limited" was formed.

Glaxo Wellcome PLC:

On January 25, 1995 Glaxo launched a takeover bid for Wellcome. On March, the integration on these two companies created the world's largest Pharmaceuticals Company.

Merging with SmithKline Beecham:

On January 17, 2000 Glaxo Wellcome and SmithKline Beecham announced they have unanimously agreed the terms of proposed merger of equals to form GlaxoSmithKline. The merger made GlaxoSmithKline, the world's number one pharmaceutical company.

3.2 Heritage of GlaxoSmithKline (World wide): A Time Line

GlaxoSmithKline (GSK) is a forward-looking company with an exciting future. They are mindful of their global quest to improve the quality of human for future generations.

Yet this can only be achieved by building on the solid foundations of the companies that have led to the creation of today's organization and the pioneering exploits of the individuals of yesterday. They will always be grateful for the achievements of the founders and hope their spirit of entrepreneurial endeavor forward by their new company's pioneers as they build what they plan will be the leader in the industry.

Some of their notable achievements are given below:

1715: Plough Court pharmacy, the forerunner of Allen and Hanburys Ltd, is established in London by Silvanus Bevan.

1830: John K Smith opens his first drugstore in Philadelphia. John's younger brother, George, joins him in 1841 to form John K Smith & Co.

1842: Thomas Beecham launches the Beecham's Pills laxative business in England. The laxative is to become widely successful.

1859: Beecham opens the world's first factory to be built solely for making medicines at St Helens in England.

1865: Mahlon Kline joins Smith and Shoemaker - as John K Smith and Co had become - as a bookkeeper

1873: Joseph Nathan, who left the UK to seek new business opportunities 20 years before, establishes a general trading company at Wellington in New Zealand - Joseph Nathan and Co - the foundation for the Glaxo Company to be formed later.

1875: Mahlon Kline took on additional responsibilities as a salesman and added many new and large accounts. He is rewarded when the company, Mahlon K Smith and Company, is renamed Smith, Kline and Company.

1880: Burroughs Wellcome & Company is established in London by American pharmacists Henry Wellcome and Silas Burroughs, four years after Joseph Nathan opened a London office.

1884: Tabloid is registered as a Burroughs Wellcome and Company trademark to describe its compressed tablets

1885: Thomas Beecham's company acquires headquarters on the corner of Silver Street and Water Street, St Helens, England. Two years later, the company's new factory in St Helens becomes the first in the area to have electricity.

1891: Smith, Kline and Company acquires French, Richards and Company, providing a greater portfolio of consumer brands

1902: The Wellcome Tropical Research Laboratories open

1904: Nathan starts dried milk powder production in New Zealand, exporting to London. Henry Wellcome hires Henry Dale, who is to discover and study, among other things, histamine and how nerve impulses are transmitted.

1906: Glaxo is registered by Joseph Nathan and Co as a trademark for dried milk. A Burroughs Wellcome subsidiary is created in New York.

1908: The Glaxo department of Joseph Nathan and Co opens in London and the first "baby book" is published.

1910: The "Blue Line" is added to the Smith, Kline and French name, a range including poison ivy lotion, iron tablets and lozenges

1913: Production of Beecham's Pills laxative reaches one million a day

1924: The vitamin D preparation Ostelin becomes Glaxo's first pharmaceutical product. The Wellcome Foundation Ltd is formed. The Beecham estate is purchased by Philip Hill, who realised that the Beecham's Pills business could, through diversification, become the basis of a major company.

1926: Beecham's Powders cold remedy is introduced

1930: Sydney Smith of Wellcome isolates the glycosides of *Digitalis lanata*, a variety of foxglove. Lanoxin (digoxin) is used in the treatment of heart failure.

1935: Glaxo Laboratories is formed and new facilities are created at Greenford, near London.

1943: Beecham Research Laboratories is formed with the mission to focus exclusively on basic pharmaceutical research.

1945: Beecham Group Ltd is established, replacing Beecham Pills Ltd and Beecham Estates Ltd - later known as Beecham Group plc - and incorporates Beecham Research Laboratories.

1948: Vitamin B12 is isolated by Glaxo scientists for the treatment of pernicious anaemia. Streptomycin for TB treatment is produced by Glaxo scientists. Polymixin anti-bacterials are developed by Wellcome. Smith Kline and French Laboratories acquire a new site at 1530 Spring Garden Street, Philadelphia.

1950: Thorazine (chlorpromazine), an anti-psychotic from Smith Kline and French, is introduced. The product will revolutionise the treatment of mental illness during the

1960: Smith Kline and French launches Contac, the cold remedy, using the Spansule to release an initial major therapeutic dose, followed by numerous smaller doses, over 10-12 hours. The company moves into the animal health business with the acquisition of Norden Laboratories.

1970: Burroughs Wellcome Inc moves its production facility from New York to Greenville, North Carolina.

1971: Wellcome launches its rubella vaccine. Burroughs Wellcome Inc opens its research site at Research Triangle Park, North Carolina.

1976: The H2 blocker Tagamet (cimetidine) is introduced in the UK by the SmithKline Corporation, and in the US in the following year. The treatment will revolutionise peptic ulcer therapy.

1978: Through the acquisition of Meyer Laboratories Inc, Glaxo's business in the US is started, to become Glaxo Inc from 1980. The broad-spectrum injectable antibiotic Zinacef (cefuroxime) is introduced by Glaxo.

1982: SmithKline acquires Allergan, an eye and skincare business, and merges with Beckman Instruments Inc, a company specialising in diagnostics and measurement instruments and supplies. The company is renamed SmithKline Beckman. John Vane of the Wellcome Research Laboratories is awarded the Nobel Prize, with two other scientists, "for their discoveries concerning prostaglandins and related biologically active substances."

1987: The AIDS treatment Retrovir (zidovudine) is launched by Wellcome. Glaxo introduces the oral antibiotic Zinnat (cefuroxime axetil).

1988: SmithKline BioScience Laboratories acquires one of its largest competitors, International Clinical Laboratories, Inc, increasing the company's size by half and establishing SmithKline BioScience Laboratories as the industry leader. The Nobel Prize for medicine is awarded to George Hitchings and Gertrude Elion, of Burroughs Wellcome Inc, and to Sir James Black, who had worked at the Wellcome Foundation and Smith Kline and French Laboratories, "for their discoveries of important principles for drug treatment."

1990: The synthetic lung surfactant Exosurf and the anti-epileptic drug Lamictal (lamotrigine) are launched by Wellcome. Glaxo introduces long-acting Serevent (salmeterol) for asthma, the inhaled corticosteroid Flixotide (fluticasone propionate) and Zofran (ondansetron) anti-emetic for cancer patients.

1992: Mepron (atovaquone) for AIDS-related pneumonia is introduced by Burroughs Wellcome in the US. SmithKline Beecham's Havrix hepatitis A vaccine, inactivated, the world's first hepatitis A vaccine, is launched in six European markets.

1995: Glaxo and Wellcome merge to form Glaxo Wellcome. Glaxo Wellcome acquires California-based Affymax, a leader in the field of combinatorial chemistry. The Queen opens Glaxo Wellcome's Medicines Research Centre at Stevenage in England. Valtrex (valaciclovir) is launched by Glaxo Wellcome as an anti-herpes successor to Zovirax (acyclovir). SmithKline Beecham acquires Sterling Winthrop's site in Upper Providence, Pennsylvania, to fulfil US R&D expansion needs.

1996: Community Partnership is established by SmithKline Beecham to focus philanthropy on community-based healthcare. SmithKline Beecham Healthcare Services is formed by combining the clinical laboratories, disease management and Diversified Pharmaceutical Services businesses.

2001: GlaxoSmithKline formed through the merger of Glaxo Wellcome and SmithKline Beecham.

3.5 GlaxoSmithKline's Operation Network:

GlaxoSmithKline has its operational headquarter in Philadelphia, USA at present it has production factories in 40 countries, operations in 70 countries and its products sold in 140 countries. The USA, Japan, Italy and Belgium are the countries where GSK has its giant R&D plant. The major marketers of the group's products are the USA, Japan, France, Germany and Italy.

3.6 Business Segments:

GSK operates principally in two types of industry segment:

- ▶ **Pharmaceutical-** Prescription pharmaceuticals and vaccines
- ▶ **Consumer Healthcare-** over the counter medicines, oral care and nutritional healthcare

3.7: GlaxoSmithKline’s operation’s in Bangladesh:

Company Location:

Information regarding GSK’s headquarters, registered office and manufacturing site and other important facilities are as follows:

Headquarter:

GlaxosmithKline Bangladesh Ltd.
 Corporate Office
 House no: 2A, Road no:138
 Gulshan 1, Dhaka- 1212
 Bangladesh.

Registered Office (The Manufacturing site in Bangladesh)

Fouzderhat Industrial Area,
 Dhaka Trunk Road
 P.O. North Kattali, Chittagong- 4217.

District Marketing Offices:

GlaxoSmithkline Bangladesh Limited has 11 District Marketing Offices (DMO) throughout the country that divided in five zones. The GSK’s products are sold out throughout the DMOs. The zones and the respetive DMOs are given in the following:

Zone	District Marketing Offices
Dhaka	Dhaka, Mtmensingh
Chittagong	Chittagong, Maijdi
Sylhet	Comilla, Sylhet
Bogra	Bogra, Rangpur, Rajshahi
Khulna	Barisal, Jessore, Khulna

Source: Annual Report 2011

3.13 Key Products of GlaxoSmithKline:

GSK Bangladesh covers nearly all drugs like Respiratory, Anti-depressive, Vitamins, Gastro-intestinal, Cough and cold preps, Oral steroid, Eye/Ear drops, Anti-bacterial, Anti viral and non pharma. The top pharmaceutical products of GSK in Bangladesh are given below:

Chapter 04: Marketing Plan & Promotional Activities of Cervarix™

4.1 Product Description:

Product portrayal:

Cervarix is a vaccine that protects women from cervical cancer. The vaccine is unique in the pharmaceutical industry. The vaccine will provide great support to the health conscious people. Here target market is very large with different segments and expected sales are very high.

Product profile:

Name of the Product : Cervarix
Type of Product : Vaccine
Product Price : 18,00 BDT
Brand Slogan : Help out Cervical Cancer

4.2 Market research and analysis:

GSK wants to develop and introduce a new vaccine for cervical cancer. So, we have gathered information through in-depth interviews. We made a survey of the country to have a clear idea about the disease, our customer demand, needs and wants. This information helps us to know about the current market and prospects of our new vaccine.

Market description:

Human papillomavirus (HPV) infection is now a well-established cause of cervical cancer. HPV types 16 and 18 are responsible for about 70% of all cervical cancer cases worldwide. Recently, two HPV vaccines that prevent specific HPV infections and have the potential to reduce the incidence of cervical and other anogenital cancers have been or are being licensed worldwide. Bangladesh has a population of 44.78 millions women ages 15 years and older who are at risk of developing cervical cancer. Current estimates indicate that every year 12931 women are diagnosed with cervical cancer and 6561 die from the disease. Cervical cancer ranks the 1st most frequent cancer in women in Bangladesh, and the 1st most frequent cancer among women between 15 and 44 years of age.

Data is not yet available on HPV burden in the general population of Bangladesh. However, in Southern Asia the region Bangladesh belongs to, about 6.6% of women in the general population are estimated to harbour cervical HPV infection at a given time, and 75.1% of invasive cervical cancers are attributed to HPVs 16 or 18.

Table 1: Key Statistics

Population	
Women at risk of cervical cancer (Female population aged >=15 yrs) in millions	44.78
Burden of Cervical cancer	
Number of cervical cancer cases diagnosed annually	12931
Number of deaths due to cervical cancer annually	6561
Burden of cervical HPV infection	
HPV prevalence (%) in general population (in women with normal cytology)	6.6 ^a
Prevalence (%) of HPV 16 or HPV 18 in women with cervical cancer	75.1 ^a
Screening practices	
Cervical screening coverage	-
Other factors contributing to cervical cancer	
HIV rate (%) in adults (15-49 years)	<0.1
Smoking prevalence in women (%)	26.70
Fertility rate (live births per women)	3.4
Oral Contraceptive Use (%)	26.2
Other relevant factors for HPV vaccine introduction	
Vaccination coverage (%) in 2005 of DTP (3rd dose completed)	88
Immunization system performance (% of districts >=80% DTP3 coverage)	84

^a This statistic is a Southern Asia regional estimate

Market Segmentation and Targeting:

Market Segmentation:

To segment our target audience we find few segments. The segments are geographic, demographic, psychographic and behaviors segment.

Geographic:

- Sylhet
- Chittagong
- Dhaka
- Rajshahi
- Khulna & Barishal

Demographics

❖ Consumers

- Vulnerable, proactive, protectors (High potential)
- Status driven, reactive, trend friendly (High potential)
- Health conscious, vaccine friendly (High potential)
- Modern, informed, self-assured women (High potential)
- Traditional motherly (Low potential)
- Family-oriented, not self-oriented (Low potential)
- Simple, practical fatalists (Low potential)
- Independent, living for the moment (Low potential)
- Uninformed and unconcerned (Low potential)

❖ Doctors

- Passive conservatives
- In-denial myopic
- Naive students
- Proactive prophets

❖ Patient

- Dependent child/ woman on parents (High priority)
- Adult women who are “investing in their future” (High priority)

Psychographics

- Higher class
- Higher mid class
- Middle class (Potential)

Target market and projections:

Analyzing all the segments, we decided our target market according to our product category. The target customers of “Cervarix” are health conscious women. The company decided to charge Tk. 15,000 for full 3 doses, Tk. 5000 for.

SWOT analysis

Strengths:

- Technological and marketing knowledge
- Strong distribution channel

Weakness:

- Comparatively high price

Opportunities:

- Pioneer (enjoy competitive advantage)
- Large audience
- High demand

Threats:

- High competition in future
- Maximum people are not concern about this cancer.
- Women of the target audience are conservative mind.

Key to success:

- Creating the awareness campaign to the target audiences about the disease.

Critical issue:

- Target audience is narrow
- Conservative mind women
- High price
- Low income level (PPP)

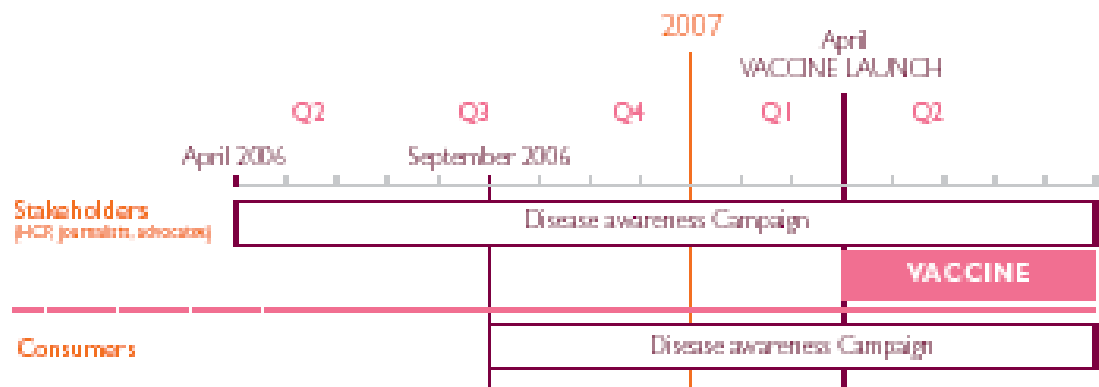
Macro environment:

- DRA
- Financial corporation
- Political factor
- Cultural factor
- Religious factor

Marketing strategy:

The strategy is to:

- Start raising awareness among stakeholders like HCPs and medical journalists on oncogenic HPV and cervical cancer with the support of KOLs. This disease awareness campaign is supported by the communication guidelines described in this document
- Then, roll out a direct-to-consumer disease awareness campaign; the DTC campaign is under development and will be presented in a different document



4.3 Marketing mix:

- **Affordability (Price):** We have decided to set a reasonable price for our product when we will develop it. We have estimated the cost and want to charge a price that covers the cost of production, distribution and selling the product, including a fair return for its effort and risk.
- **Availability (Place):** In the initial stage, we will distribute the vaccine with our sole distribution channel. When our market will spread out, we will distribute our vaccine through dealers. Our dealers will take the products to every district of the country.
- **Acceptability (Product):** Cervarix is only innovated vaccine for the cervical cancer where every married woman has the probability to effect by HPV. So we hope the vaccine will accepted by all.
- **Awareness (Promotion):** To acquire a strong position in the market, we need to give special emphasis on effective promotional activities. In order to get the maximum market share we will have to use all four tools of marketing promotion. Specially, advertising through mass media will support us a lot.

4.4 Action programs:

Programs for Consumers:

- Consumer campaign
- DTC advertisement Educational leaflet
- Media planning recommendation

Programs for Doctors

- MPO call
- Doctors meeting
- Sponsoring Doctors
- Survey

Consumer Pre-launch Disease Awareness campaign guidelines

General Disclaimer

This campaign is an internal GSK document to be used across GSK to design a local and regional pre-launch disease awareness campaign or to use this material directly for such purpose. The use of the campaign including messages, signature, pictures and colors as well as the design of the campaign should be reviewed by local regulatory, medical and legal departments.

Strategy behind the Consumer campaign

SITUATION

Global Market research findings (MR 502- 2Q2006) emphasized the enormous lack of awareness of women on Cervical Cancer and the false beliefs on its causes. For example, in Europe, although women perceive Cervical Cancer to be a serious condition, they have little knowledge about its causes: only 5 % of the women interviewed were able to identify HPV as the cause of Cervical Cancer; 35% cited hereditary or genetic factors and 20% infections/STIs.

When asked directly, 37% of women were already aware of HPV. But even women who are aware of HPV do not associate it with the risk of Cervical Cancer. Approximately half (54%) of all women interviewed considered themselves to be at moderate risk for developing Cervical Cancer (the younger the women, the lower being their perception of risk), yet 67% of those aware of HPV perceived their risk of contracting it very low. Most women consider the gynecologist (GP in the UK) to be the primary source of information about female health, demonstrating their essential role in counseling women on Cervical Cancer and HPV. These findings together with the overall lack of patient knowledge on disease related outcomes and HPV highlight the crucial role of the medical community but also consumer communication campaigns in the education on Cervical Cancer.

OBJECTIVE

Every woman is at risk; 2 billion women are eligible for vaccination and private markets are estimated to account for more than 72% of total worldwide sales. Primary targets are modern proactive women having regular female health checks at their doctor's office. Significant differences exist between countries and regions but globally current forecasts estimate that 45% of these are in the 26-55 age group.

The objective of the consumer campaign is to be efficient in reaching this broad audience of modern proactive mothers and women (target groups 10-15, 15-29, 30-45 yrs), and raise

among them the awareness on Cervical Cancer and HPV before launch of the vaccine with as many differentiating claims as possible.

PROPOSAL OF CAMPAIGN PLANNING

- Focus on prime targets of modern proactive women in screening and non screening settings from the age of 18 to 45, the older ones caring also for their daughters.
- Educate and inform that every woman is at risk without raising unnecessary anxiety:
- Shift major false beliefs of women worldwide. The false believes are: “I’m not at risk... Cervical Cancer is only for older women... it’s not in my family so I am not at risk... having healthy and not “at risk” life habits are enough... I’m faithful to my partner so I am not at risk.”
- Calls for action to do something about Cervical Cancer: find out the facts and visit the website, talk to the doctor about Cervical Cancer, talk to friends, family, have a regular screening.

PHASING OF THE IDEAL CAMPAIGN IN TERMS OF CONCEPTS

• PRE-LAUNCH

Disease awareness on Cervical Cancer burden and cause Market shaping messages (HPV types)

• LAUNCH

Vaccine awareness (including vaccination education) at product launch Depending on country specific legal and regulatory restrictions, 2 and 3 might be combined at time of vaccine launch.

PHASING OF CAMPAIGN IN TERMS OF MEDIA

• PRE-LAUNCH

DTC Awareness campaign via kick-off event and PR, press magazines to support event, some TV (awareness) and radio via journalists

DTC education and conviction campaign: broad press campaigns, more press mini-magazines, internet

• LAUNCH

DTC conviction and call to action to visit doctor: radio to increase traffic, TV to broaden audience

DTC call to vaccination (depending on country regulation): all media; use various channels of communication to secure education objectives through press, efficient traffic to medical offices through radio, broad audience

Key messages

These key messages will continue to be refined to secure differentiating positioning prior to launch.

SCALE & IMPACT: Cervical Cancer is a major health, psychological and social problem everywhere.

- Cervical Cancer is the 2nd most common cancer in women worldwide under the age of 45 years
- Every 2 minutes a woman dies of Cervical Cancer worldwide*
- News of an abnormal smear test** can cause considerable anxiety and impact on the everyday lives of women and their loved ones

* Every 18 minutes a woman in Europe dies of Cervical Cancer

** The term “smear” could be replaced by “Pap Test” or “screening” depending on most appropriate local country language

CAUSE

- The main cause of Cervical Cancer is a virus called HPV (Human Papilloma Virus)
- There are many different strains of HPV which may cause Cervical Cancer. Globally types 16, 18, 35 and 41 together account for more than 80% of Cervical Cancer cases.
- The major burden of HPV infection is Cervical Cancer.

RISK & SILENT PROGRESSION

- Every woman may be at risk of contracting the virus (HPV) which could cause Cervical Cancer.
- Up to 80% of women will be infected by an HPV infection at some point during their lives.
- Up to 50% of women will be infected by a cancer causing strain of HPV at some point in their lives.
- While most infections clear up naturally, those that persist rarely show symptoms in the early stages and can develop into Cervical Cancer often after many years.
- Following HPV infection, your body does not always develop immunity and is therefore not protected against future infections.

TRANSMISSION

HPV is easily transmitted through genital skin to skin contact. Full intercourse is not needed.

SCREENING

Regular screening is the only way to detect pre-cancerous lesions or early signs of Cervical Cancer making it easier to treat successfully. However screening cannot prevent the cause of Cervical Cancer.

VACCINATION (where markets can refer to vaccination)

Vaccination, along with regular screening, is offering women the best possible protection from Cervical Cancer.

Communication philosophy

Every 2 minutes, somewhere in the world, a woman dies of Cervical Cancer. Educating women about the cause of the disease and the future options to prevent Cervical Cancer is the first step in controlling the progression of the disease. This communication is a tribute to women, their femininity and their strengths. Feminine codes will be used to inform and move people. The key messages of the communication are countering false beliefs existing in the mind of women. I'm not at risk... Cervical Cancer is only for older women... it's not in my family so I am not at risk... having healthy life habits is enough... I'm faithful...

Although being different from the physician campaign, we need to respect the universe (the strong codes, the personality, the colors and the graphic approach). We need to be consistent across countries and with the physician campaign because every encounter with the brand must be the same experience, no matter in which country, place or moment.

From Direct to Physician to Direct to Consumer

This DTC campaign should be the continuity of the DTP campaign:

- A campaign to prepare for the launch of a brand which is innovative (modern), engaging (emotional), feminine and worth the expense (status)
- A tribute to women, their femininity and their strengths
- Use of feminine codes (universal feelings, empathy and sensitiveness)
- Inform and move people (mix emotional and rational elements)

BUT: we need to talk differently to women than to doctors. It is no longer a doctor-patient relation but a woman-woman relation.

- In order to grab the attention of physicians, we used women looking right in the eyes of the physician telling him that this disease is about her, and not about statistics or cases
- When talking to women, the picture needs to reflect their real self:.
- She needs to recognize herself and the situation. She's looking at somebody who could be herself, her daughter, her mother, her sister, her friend...
- The woman is looking at herself and the image of her femininity.

Emotional and Rational:

As before in the DTP campaign, we stay in a strong and very contemporary lay-out that mixes emotional (women emotions) and rational elements (body-copy).

Left: EMOTIONAL PART

This part is about a woman's emotions. The subject suddenly turns around because she's concerned. She has suddenly learned that what she deeply believes is not true. Her femininity and her beliefs are questioned, through the headline.

Right: RATIONAL PART

This part is about the answer and the call to action. In this part, the woman who is turning around will find the answers to her questions, to her surprise and to her doubts. It is the information part, the part that brings the necessary information and the need to know more about it (call to action to visit website, talk to doctor ...) In this part we will find the logo “for all women” and the GSK logo subject to local legal approval.

False beliefs

Some ideas women have about this cancer are questioned:

Every woman is at risk even if she is in the 25-35 years of age range, even if there is no cancer case in her family, even if she lives healthily, even if she practices sport regularly. Cervical Cancer is caused by a virus, and every woman can become infected with it. The uses of false beliefs create an emotional bridge between women and their preoccupations. It creates empathy.

Market research results

Market research 601, conducted in April 2006 in 6 countries (UK, Italy, Germany, US, Taiwan, Mexico) assessed the effectiveness of the campaign in shifting false beliefs to correct knowledge on Cervical Cancer.



The story

The visuals show a woman turning suddenly because she is concerned and surprised by something important. She is learning that what she deeply believed is not true (cf. The False Beliefs). The position shows that she was doing something else, something from her daily life. This has been interrupted, and she’s surprised. The best example of such an attitude comes from the Vermeer de Delft painting “young woman with a pearl”.

Black & White

« Color is reality.

Black and white is truth. » Henri Cartier-Bresson.

- Black and white separates a visual from all its trivialities. We are not showing slices of life. Rather, we are taking the portrait out of its context (we just suggest an inside space, a symbolic place).

Direction of photography

THE « TURN AROUND » POSITION

This position reveals that the woman was doing something else and is suddenly surprised.

FACE TO CAMERA

The subject is looking and talking straight to us. This direct approach signifies commitment, sincerity and confidence.

EYE-CATCHING

The woman in the visual talks to you. It's impactful and striking. She has to tell you a story via her eyes, her expression and her attitude.

HALF-NAKED / SHOULDER CROP

The nudity creates empathy and impact. The woman feels more concerned and sensitive to the subject. This story of Cervical Cancer is about intimacy.

LIGHTING

Natural light: not sophisticated, not dramatic nor too expressive.

SCENERY

Very sober, like a wall, suggesting the subject is in a room or in her house.

FRAMING

Close-up for impact, but sufficiently far away to be able to clearly understand her position and expression (ensuring that her head is high enough in the visual to provide good readability of the headline).

MODELS

Natural-look models with an engaged feeling and sensitivity. No sophistication or fashion models are used. She should not be too dramatic, nor laughing, but with a hint of smile.

FACE TO CAMERA

The subject is looking and talking straight to us. This direct approach signifies commitment, sincerity and confidence.

THE BEGINNING OF A SMILE

While the message is serious, there is hope. This hint of a smile shows intelligence, confidence and composure ... and her victory over fate.

Universal women

The central idea is "the universal woman".

This DTC campaign is a campaign to shift the belief of "I'm not at risk" to "now that I know, I can do something". We are talking to all women and every woman, without being precise about the race, country, social class etc. Because every woman is at risk of Cervical Cancer, every woman should feel interested in the campaign. We don't want to emphasize the impression that it is a local campaign, because this could downgrade the importance of the subject. When looking at modern female icons in movies, music, fashion and woman magazines, we see these universal women more and more. Hale Barry, Catherina Zeta Jones, Penelope Cruz, Lucy Liu... The objective is not to let women identify themselves with other women of the same ethnicity, but to let women identify themselves with a universal woman who is the symbol of this modern world and its universality. This universality will give the campaign a stronger and extra dimension... a universal dimension.

Graphic approach

In general, the graphic style is very modern with a strong identity. Near to both the medical and cosmetic universes, the layout with its dominating pink color contrasts supremely with the black and white visuals. The white bands give the layout space and a stronger identity.

DTC advertorial claims screening ads

All copies have to be approved by local medical/legal.

For countries with non screening, claims and ads will refer to a visit to the doctor or to finding out the facts and will avoid referring to Pap smear in the body copy.

BURDEN-RISK

- Every 2 minutes, somewhere in the world a woman dies from Cervical Cancer

... Take the time to find out the facts

Claim can be localized for e.g.: (for Coe: "Every 18 minutes, somewhere in Europe, a woman dies from Cervical Cancer Take the time to know more about it.")

- Every woman may be at risk from Cervical Cancer because the main cause is a virus

"MOTHER & DAUGHTER"

- Cervical Cancer is not hereditary. The main cause is a virus
 - A family history without Cervical Cancer doesn't mean you're not at risk Regular smear** tests will reduce your risk
 - If she's old enough to know the facts of life... Help her find out the facts about Cervical Cancer
- ** In non screening countries: Talk to your doctor about it or find out the facts

FALSE IDEAS ON AGE YOU DON'T HAVE TO BE OLDER

- You don't have to be older to get Cervical Cancer ... Every woman may be at risk

FALSE IDEAS HEREDITARY

- Cervical Cancer is not hereditary ... The main cause is a virus and every woman may be at risk

FALSE IDEAS AGE

- Cervical Cancer does not just affect older women ... It's the second most common cancer in women under 45

DIET

- An apple a day won't keep Cervical Cancer away ... But regular screening can

FALSE IDEA LIFE STYLE

- You don't need many partners to get Cervical Cancer ... Only one could be enough

FALSE IDEA STABLE RELATION

- Your 20 years of marriage won't necessarily protect you from Cervical Cancer ... Your 20 years of screening could

BODY COPY SCREENING

Cervical Cancer is now the second most common cancer worldwide in women aged under 45. For half a million new cases diagnosed every year, the effect on the women and their families raises considerable anxiety.

What you may not know is that the main cause of Cervical Cancer is a virus. And every woman can catch it, at any time in her life. Young or old, every woman may be at risk. Great progress is being made in screening, diagnosis and treatment to protect you from the disease. In the near future, prevention through vaccination combined with screening will be the optimal protection against Cervical Cancer. But your first step is to find out the facts and pass them on to your friends. Because every woman deserves the best chance against Cervical Cancer.

Visit www.cervicalcancertoday.com

DTC Mini ELLE / Educational leaflet

DTC advertisement radio spot projects

These spot projects are for stimulus thinking only. Version "a" is pre-launch in screening countries and version "b" is at launch.

"NO AGE"*

...20? ...30? ...40? It doesn't matter how old you are. Every (sexually-active) woman is at risk from Cervical Cancer. Because the main cause is a virus that anyone can catch throughout her life.

There is something very simple you can do to help prevent it...

- a) Screening. Regular screening reduces the risk of Cervical Cancer.
- b) Vaccination combined with screening.

Whatever your age, it will offer you the best protection against Cervical Cancer.

Talk to your doctor and visit www.cervicalcancertoday.com for more information on protecting yourself from Cervical Cancer.

“NOT HEREDITARY”

Some people think getting Cervical Cancer is just hereditary but we know now that this is not true.

The main cause of Cervical Cancer is a virus. Every woman throughout her life is at risk of contracting the infection that may lead to Cervical Cancer.

There is something very simple you can do to help prevent it...

- a) Screening. Regular screening reduces the risk of Cervical Cancer.
- b) Vaccination combined with screening.

Whatever your age, it will offer you the best protection against Cervical Cancer.

Talk to your doctor and visit www.cervicalcancertoday.com for more information on protecting yourself from Cervical Cancer.

FALSE BELIEFS: “FLAT EARTH”

We used to think that our earth was flat ... Until we could measure the curve on the horizon.

We also used to think that getting Cervical Cancer was just bad luck ... Until scientists discovered that the main cause is a virus. And every (sexually active) woman at some point during her life is at risk of contracting the infection that may lead to Cervical Cancer.

There is something very simple you can do to help prevent it...

- a) Screening. Regular screening reduces the risk of Cervical Cancer.
- b) Vaccination combined with screening.

Whatever your age, it will offer you the best protection against Cervical Cancer.

Talk to your doctor and visit www.cervicalcancertoday.com for more information on protecting yourself from Cervical Cancer.

DTC Film storyboard project

This story board project is for stimulus thinking only.

VOICE OFF: « Every two minutes, somewhere in the world a woman dies from cervical cancer.

This cancer is the second most common cancer in women under 45 years old and the first cause of cancer deaths in developing countries. »

VOICE OFF: « The main cause of this disease is a virus, the human papillomavirus. And any woman can catch it, at any time in her life. Young or old, every woman may be at risk. »

VOICE OFF: « Great progress is being made to offer you the best protection against cervical cancer. But your first step is to find out the facts and pass them on to your loved ones. »

Media planning recommendation

The success of a rapid uptake in private markets will come from strategic investments in media targeting Modern Proactive women. It is also a request from physicians to help them increase

women's knowledge on Cervical Cancer. Media plans should be built in alignment with the regions.

CONSUMER CAMPAIGN

CONSUMER CAMPAIGN: SEGMENTED BY GROUPS

MOTHERS OF DAUGHTERS; STARTERS (18-25YRS); DEVELOPERS (25-35YRS); ESTABLISHED (35-45YRS)

CONSTRUCTING THE COMMUNICATION ELEMENTS

Objectives of the Consumer campaign

1. Challenge the myths and beliefs surrounding cervical cancer, target by consumer segment.
2. Communicate why the vaccination against cervical cancer is relevant to them.
3. Call to action - ask your doctor.

Press Ads

Shown here are examples of Consumer ads with a guide to font sizes and positions. The overall look is clean and clear to ensure easy readability, with the photography being the main focal point. This need not be followed to the exact point size, but serves as a guide to how the design elements should be proportioned in relation to one another.

CONSUMER CAMPAIGN: MOTHER AND DAUGHTER

HEADLINES

"I NEVER HAD CERVICAL CANCER. WHY SHOULD SHE?"

"HOW CAN SHE NEED A CERVICAL CANCER VACCINATION, SHE'S STILL SO YOUNG?"

"HOW CAN SHE BE OLD ENOUGH TO NEED PROTECTING AGAINST CERVICAL CANCER?"

"IF MY CHILD CAN GET PROTECTION FROM CERVICAL CANCER, AM I GOING TO REFUSE?"

"IF YOU'RE TELLING ME THERE'S A VACCINE OUT THERE DEDICATED TO PROTECTING MY DAUGHTER FROM CERVICAL CANCER LATER IN LIFE, I WANT IT NOW."

Alternative sub-headings

Cervical cancer is not hereditary. The best time to get protected is now with the new dedicated cervical cancer vaccine from your doctor. The virus that may lead to cervical cancer can strike early in life. Help her get protection today with the new dedicated cervical cancer vaccine from your doctor.

CONSUMER CAMPAIGN: SINGLE WOMAN

HEADLINES

“WHAT DO YOU THINK DECIDING ON A CERVICAL CANCER VACCINATION SAYS ABOUT ME?” Responsible. Healthy. Proactive - that’s you. Ask your doctor for the new dedicated cervical cancer vaccine available today.

“WHAT’S CERVICAL CANCER GOT TO DO WITH ME?” Every woman is at risk. But from now on, this cancer can be prevented with a new vaccine. Ask your doctor about it.

“CERVICAL CANCER – ISN’T THAT SOMETHING OTHER GIRLS SHOULD WORRY ABOUT?” Cervical cancer can strike any woman at any time. (Or the virus that may cause cervical cancer can strike any woman anytime) Ask your doctor about prevention through vaccination.

“CERVICAL CANCER – ISN’T THAT SOMETHING OTHER WOMEN SHOULD WORRY ABOUT?” Cervical cancer can strike any woman at any time (Or the virus that may cause cervical cancer can strike any woman any time) Prevention through vaccination is the best form of protection. Ask your doctor about the new vaccine, specifically designed to for the prevention of cervical cancer. **LOCAL REGULATORY, LEGAL AND MEDICAL APPROVAL VISUAL DEPENDING TO LOCAL REGULATORY, LEGAL AND MEDICAL AVISUAL DEPENDING ON LOCAL SPC**

HEADLINES

“WHAT’S THE IDEAL AGE TO PROTECT ME FROM CERVICAL CANCER?” Whatever age you are ask your doctor about vaccination alongside screening.

“IS VACCINATION AGAINST CERVICAL CANCER FOR ME?” Yes, every woman or sexually active woman is at risk.

“MY MOTHER DIDN’T HAVE CERVICAL CANCER SO I WON’T GET IT, RIGHT?” All women are at risk from cervical cancer. Now, every woman can help prevent it with a new dedicated vaccine alongside screening. Ask your doctor today.

SUBJECT TO LOCAL REGULATORY, LEGAL AND MEDICAL APPROPEPENDING ON LOCAL SPC

HEADLINES

“DO YOUNGER WOMEN DESERVE MORE PROTECTION FROM CERVICAL CANCER THAN ME?” No. All women should get protected with vaccination alongside screening.

“DOES NOT MY LONG TERM RELATIONSHIP PROTECT ME FROM CERVICAL CANCER?” No, cervical cancer can strike at any time, any woman. Ask your doctor today about the new vaccine dedicated to the prevention of cervical cancer.

“WHAT’S THE IDEAL AGE TO GET PROTECTED FROM CERVICAL CANCER?” Now is the right age. At all ages women are at risk. Talk to your doctor now about vaccination alongside screening.

CONSUMER CAMPAIGN: COUPLES: FAMILY

HEADLINES

A HAPPY FAMILY IS A HEALTHY FAMILY Introducing a new dedicated cervical cancer vaccine for women. Preventing risk. Protecting family.

YOU DON'T NEED MANY PARTNERS TO GET CERVICAL CANCER, ONLY ONE COULD BE ENOUGH. Now, every woman can help prevent it with a new dedicated vaccine alongside screening. Ask your doctor about it.

"IF I'M IN A SAFE RELATIONSHIP, HOW CAN I BE AT RISK FROM CERVICAL CANCER?" Every woman is at risk. Now, every woman can help prevent it with a new dedicated vaccine. Ask your doctor today.

LOVE IS NOT ENOUGH TO PROTECT YOU FROM CERVICAL CANCER.
Your doctor has a new dedicated cervical cancer vaccine.

CONSUMER CAMPAIGN: GROUPS

HEADLINES

"WHICH OF US ARE AT RISK FROM CERVICAL CANCER?"

All of you are at risk.

"WHICH OF US IS AT THE RIGHT AGE TO BE PROTECTED AGAINST CERVICAL CANCER?"

All of you are. All of you are at risk; all of you need best protection through vaccination alongside screening.

"WHICH OF US SHOULD BE PROTECTED AGAINST CERVICAL CANCER?" All of you. Your doctor has a new vaccine now dedicated to the prevention of cervical cancer designed for women.

CONSUMER CAMPAIGN: BODY TEXT AND SMALL SPACE ADS

BODY TEXT

Same for all press ads

Did you know that every 2 minutes somewhere in the world a woman dies of cervical cancer? It is the second most common cancer in women under the age of 45. If this is surprising to you, you are not alone. Many women don't realize the importance of cervical cancer and think that it is hereditary. But the main cause of cervical cancer is actually a virus called the humanpapillomavirus (HPV) that 80% of women will catch at some time during their life.

Thanks to advances in science, women now can be vaccinated to protect themselves against the virus that may cause cervical cancer. Vaccination alongside screening reduces the risk of cervical cancer more than screening alone.

SMALL SPACE PRESS ADS - MONO

Shown here is a sample of small space consumer ads in single colour. The small space ads can be used in several ways:

- As a lead up to announcing a Full Page or Double Page Spread. That is, it is placed in a magazine several pages before the DPS/FP.

- If budgets are tight, these can be used in a woman's magazine with high circulation – possibly in conjunction with the Patient Leaflet which is also placed (loose) in the same magazine.

CONSUMER CAMPAIGN: BANNER ADS

CONSTRUCTING THE COMMUNICATION ELEMENTS

Web Banners

Shown here is a sample of Banner ads for the web. These ads can animate and build into the full message in 3 stages as shown. The overall look is clean and simple to ensure easy readability in a small area. Pink is once again the dominant color with supporting image, headline text and sign off.

CONSUMER CAMPAIGN: POSTERS

CONSTRUCTING THE COMMUNICATION ELEMENTS

Small Format Posters - 6 sheets

Shown here is a sample 6 sheet Poster with a guide to font sizes and positions. The overall look is clean and clear to ensure easy readability, with the photography being the main focal point. This need not be followed to the exact point size, but serves as a guide to how the design elements should be proportioned in relation to one another.

The copy lines in this ad have been split top and bottom to emphasize question and answer with the photography in the middle.

NOTE: All measurements and artwork illustrated here are shown at half actual size.

Large Format Posters - 48 sheets

Shown here are samples of 48 sheet posters, with a guide to font sizes and positions. The overall look is clean and clear to ensure easy readability, with the photography being the main focal point. This need not be followed to the exact point size, but serves as a guide to how the design elements should be proportioned in relation to one another. The proportion between image and pink copy panel should be kept as shown.

NOTE: All measurements and artwork illustrated here are shown at one tenth actual size.

CONSUMER CAMPAIGN: RADIO SCRIPTS

Radio

When considering the casting of the voices of the woman/women featured in the radio spots, the relevant age should primarily be taken into account. For example: After this, attributes of the brand should be taken into account and be reflected in the women themselves.

The women's tone in the radio spot needs to imbue:

- Feminine strength / womanly wise / in the know
- Empathy / warm
- Smart
- Responsible

CONSUMER CAMPAIGN: PATIENT LEAFLET AND STAND

PATIENT LEAFLET

Patient Leaflet and Stand

Shown here is an example of a patient leaflet and a stand to hold these. Medical education content is made easier to read by using engaging women portraits that every woman can relate to, as well as illustrations that won't emphasize unnecessary fear against the disease. Images are used as facing pages to text and illustrations. Leaflet holders can be used as Point of Sale material as shown.

HCP CAMPAIGN

CONSTRUCTING THE COMMUNICATION ELEMENTS

Objectives of the HCP campaign

1. Announce launch with high brand visibility of Cervarix™.
2. Communicate positioning of Cervarix™ and why it is relevant to women.
3. Call to action to vaccinate with Cervarix™ and lead conversation with women and mothers.

Press Ads

Shown here are some examples of HCP ads with a guide to font sizes and positions. The overall look is clean and clear to ensure easy readability, with the photography being the main focal point. This need not be followed to the exact point size, but serves as a guide to how the design elements should be proportioned in relation to one another.

Detail Aid

Shown here is a sample spread for the Detail Aid with a guide to font sizes and positions. The overall look is clean and clear with one page, one message objective. This need not be followed to the exact point size, but serves as a guide to how the design elements should be used.

The creative idea is to support figures with Cervarix™ owned scientific illustrations on the disease. This way, it brings relevance of the data to the brand. The portraits of women bring engagement to the messages inviting doctors to learn more about the brand.

HCP CAMPAIGN: HCP MAILER

SALES TOOLS

HCP Direct Mail

This piece can be used by the sales force and can be personalized to specific physicians prior to a visit to announce the launch and availability of Cervarix™. It can aid a visit as well as sales by letting the physician know the activity (press, posters, radio support etc) that is being placed behind the launch.

INTERNAL COMMUNICATIONS ELEMENTS

In order to build a strong, synergistic blockbuster brand, the Power of X campaign idea should be carried in internal pieces of communications as well as external.

Following are some ideas of look and feel.

Sales Force Announcement Letter

This letter can be used to notify the sales force in your market of the forthcoming activities that are planned for the launch of the blockbuster brand, Cervarix™ so that they are informed, motivated and knowledgeable.

PR Checklist

Content for this Checklist is to be completed and approved at a local level.

INTERNAL COMMUNICATIONS ELEMENTS: LAUNCH PINS

Giveaway

A number of designs have been developed to incorporate the Power of X Launch Campaign – see left. These can be produced in a number of different materials, depending on budget. They can be produced in enamel-nickel, silver plate or solid silver, depending on quantities and budget.

Chapter 05: Recommendation & Conclusion

5.1 Recommendations:

- GSK should use all their capacity to minimize production cost; by it they can give supportive offer to the customer.
- To inform the doctors GSK should publish medical journals.
- Well monitoring program for their promotional activities.
- Make attractive lunching and seminar program.
- Different promotion offer for new and senior doctors.
- Make sure related gifts with Cervarix™.
- Take initiatives for the customers so that they could think them as a part of GSK.
- GSK should carry some educational support and workshop program to influence doctors.
- They should introduce commission based and sales contest program to promote Cervarix™ to the pharmacy.

5.2 Conclusion:

In the market Cervarix™ is only available vaccine for cervical cancer which is recently launched by GSK in Bangladesh. For this new launched vaccine GSK should give importance to increase awareness level as a part of their promotional activity.

Price of the vaccine is quite high but it is the only available vaccine of cervical cancer. So if people will aware about cervical cancer and this vaccine they will take it.

Due to government regulation pharmaceutical products can not be advertised in mass media, so GSK should do this on other means.

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