



Outsource to Outshine: Driving Value with Brand Fostering

Webinar – [Watch Now](#)

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Speakers



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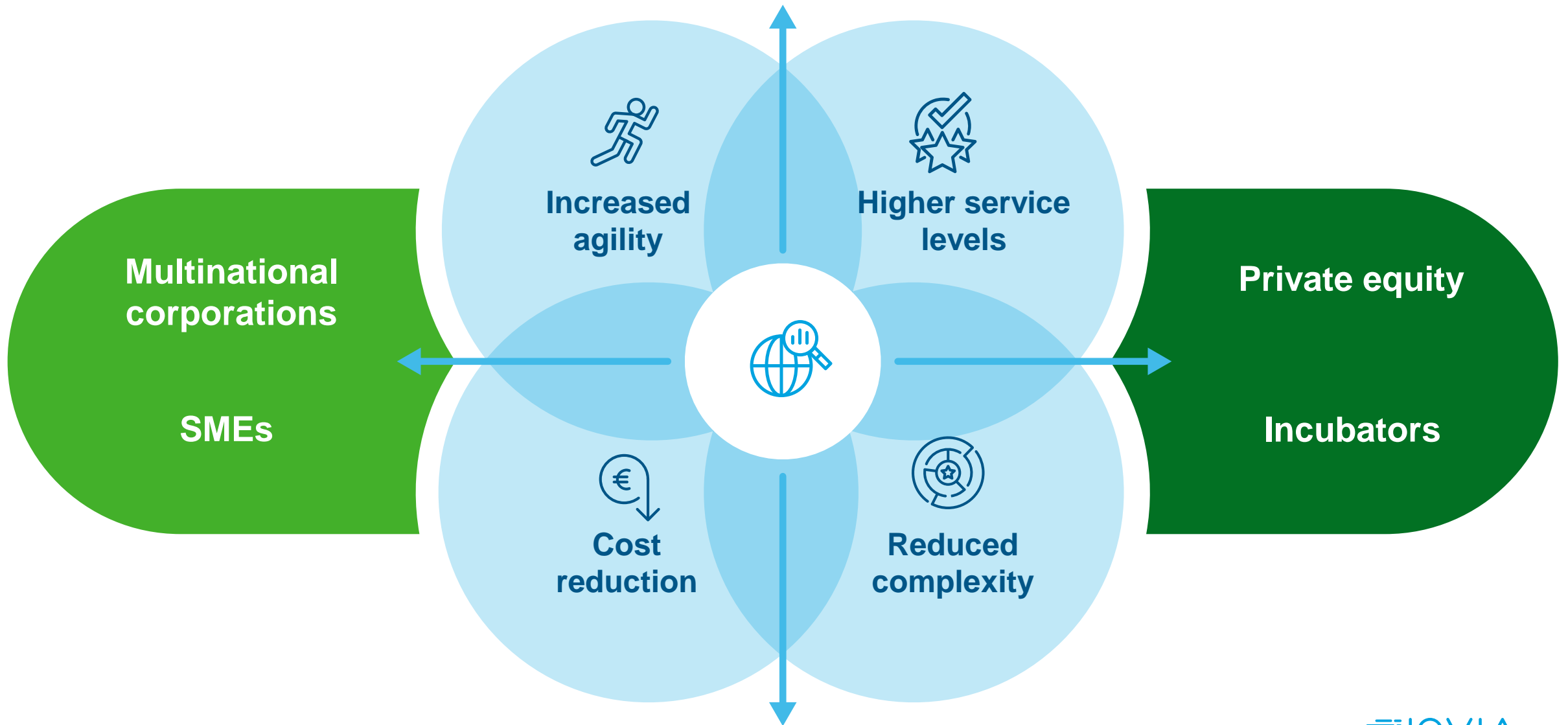
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Why do consumer health companies outsource?



Why and where is the need for outsourcing?



What challenges does outsourcing help tackle?



**Launching
a new brand**



**Entering new
markets**



**Managing brand
portfolios**



**Launching into
new channels**



**Brand marketing
challenges**



**Developing new
claims**

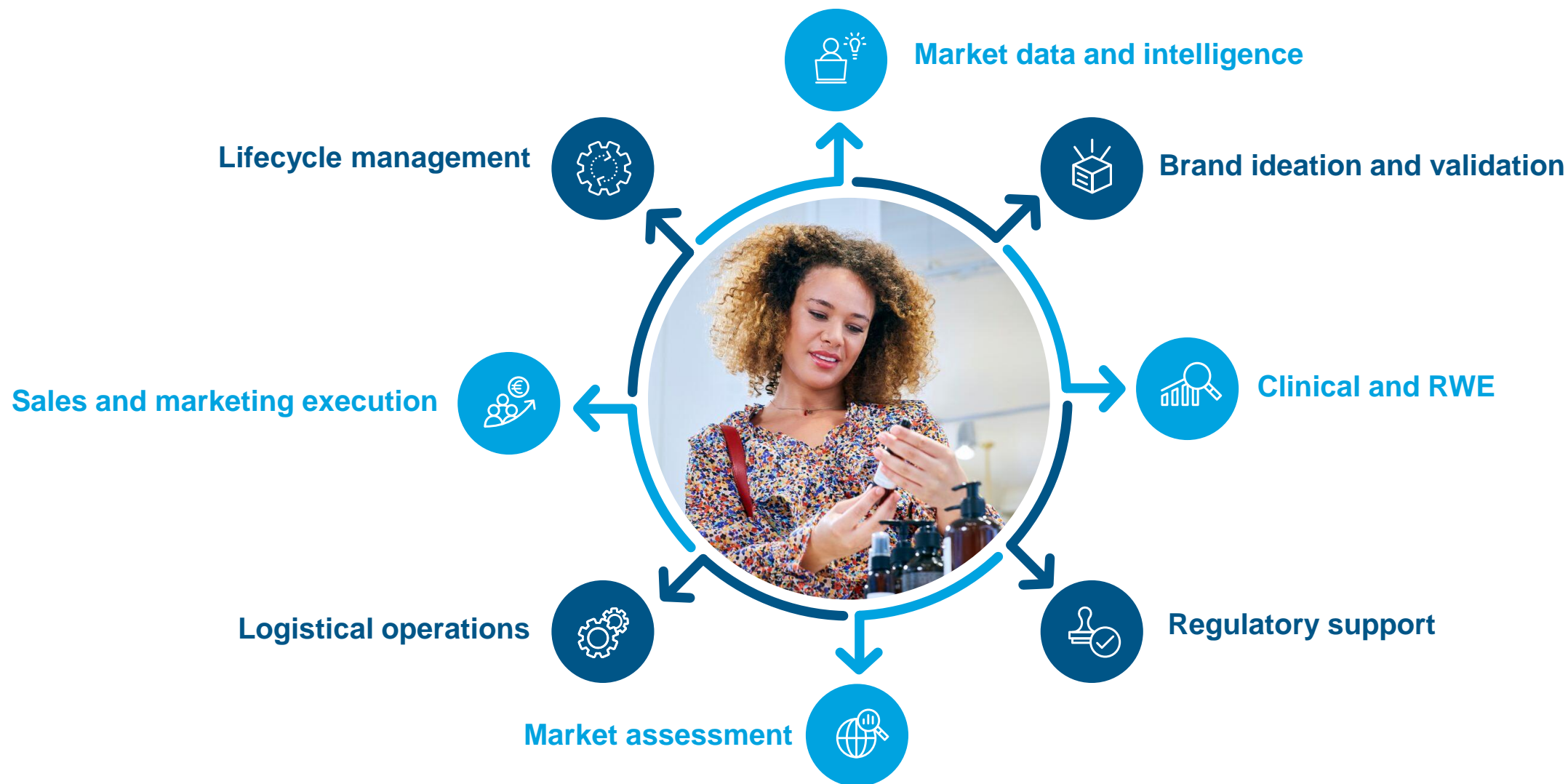


**Lack of
resources**

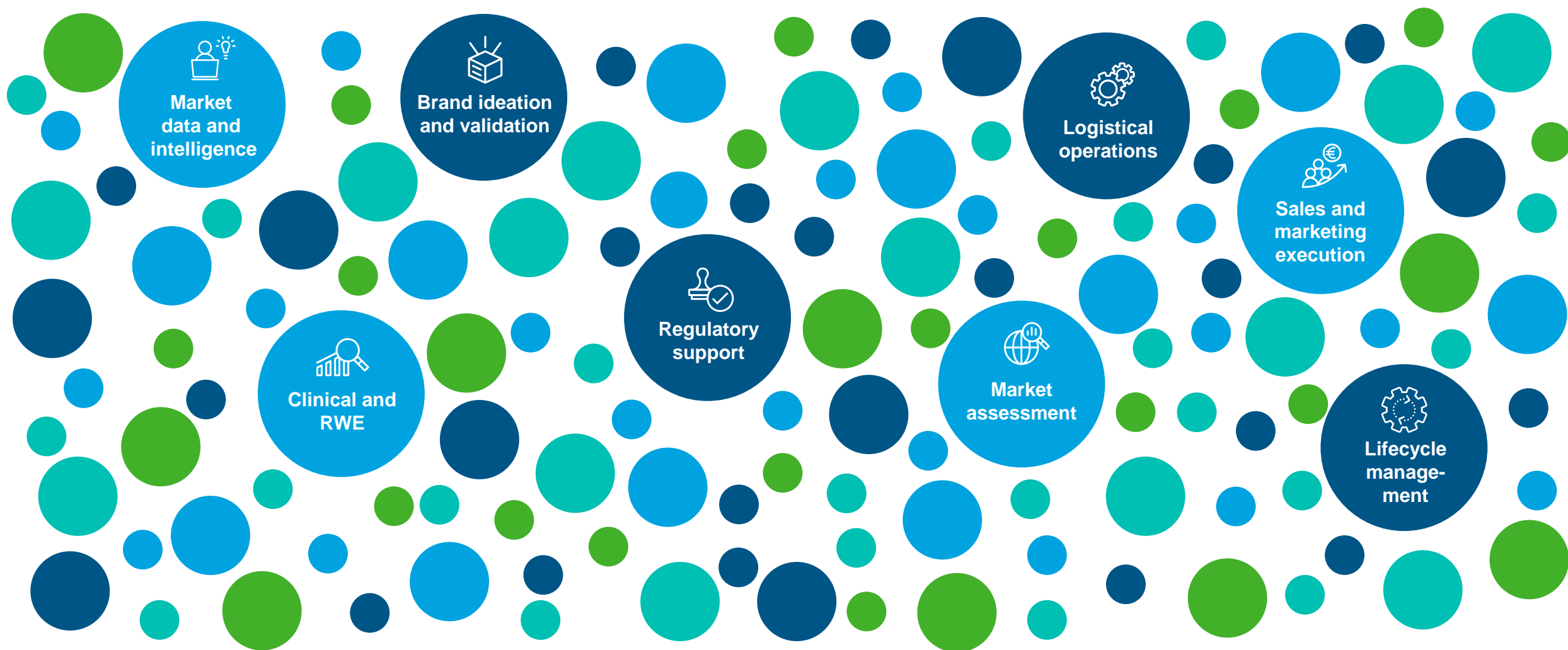


**Responding
market / industry
challenges**

What can you outsource? Basically, everything!



However, this can lead to more complexity rather than efficiency



Ideally, find one partner for all your needs – Brand Fostering



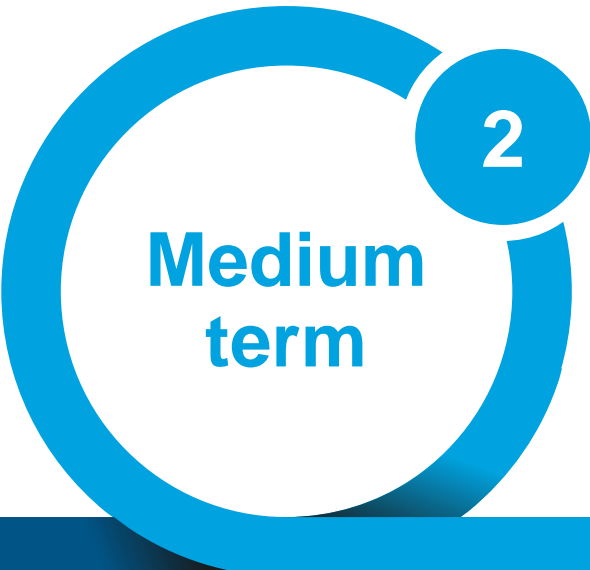
Benefits – Overcome hurdles, remove complexity, reduce cost



Speed to market

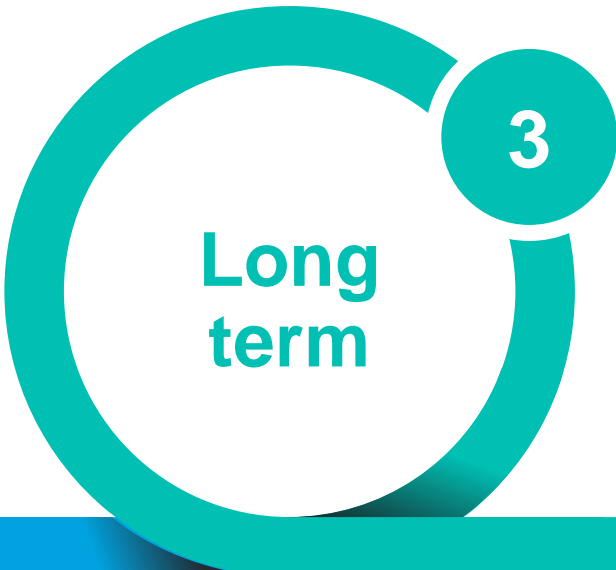
Cost efficiency

Access to expertise



Improved brand
performance

Streamlined operations



Sustained growth

Enhanced
brand equity

Market Expansion

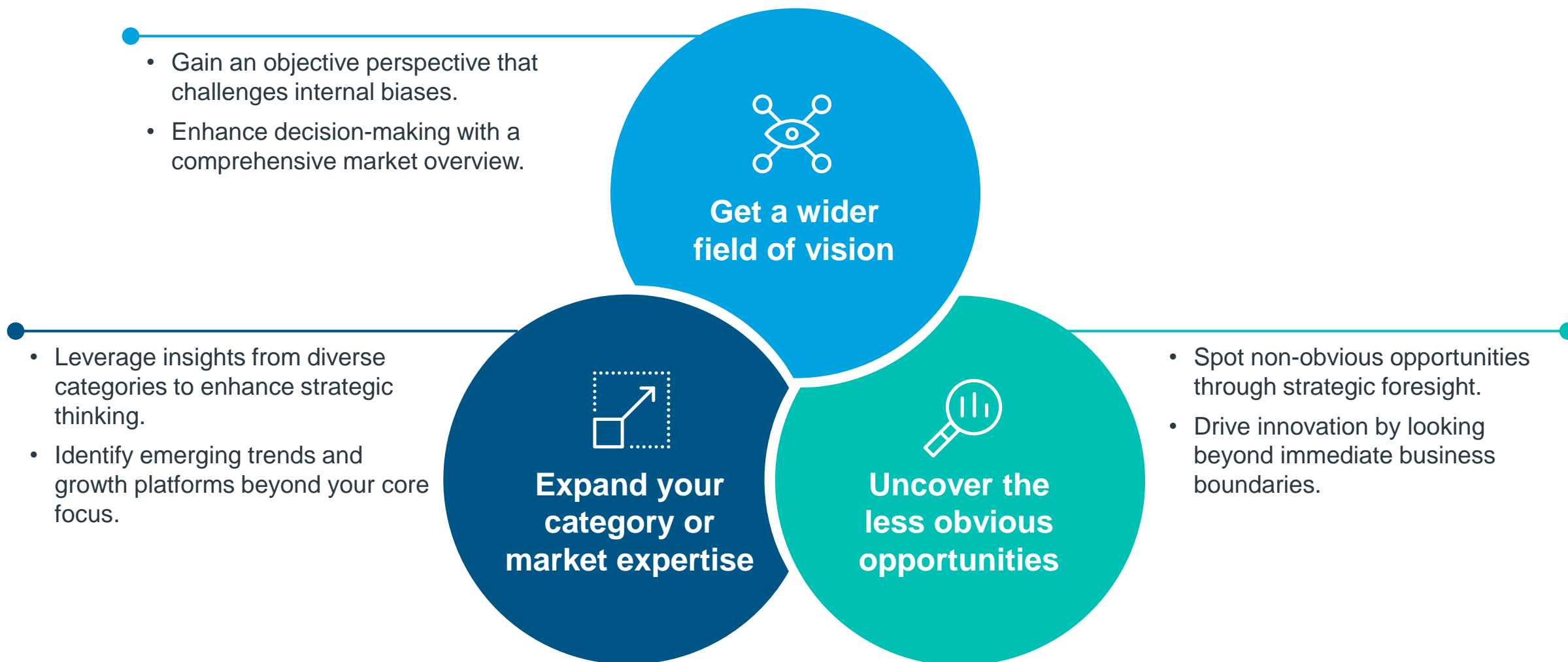


Uncovering where to play using outsourcing

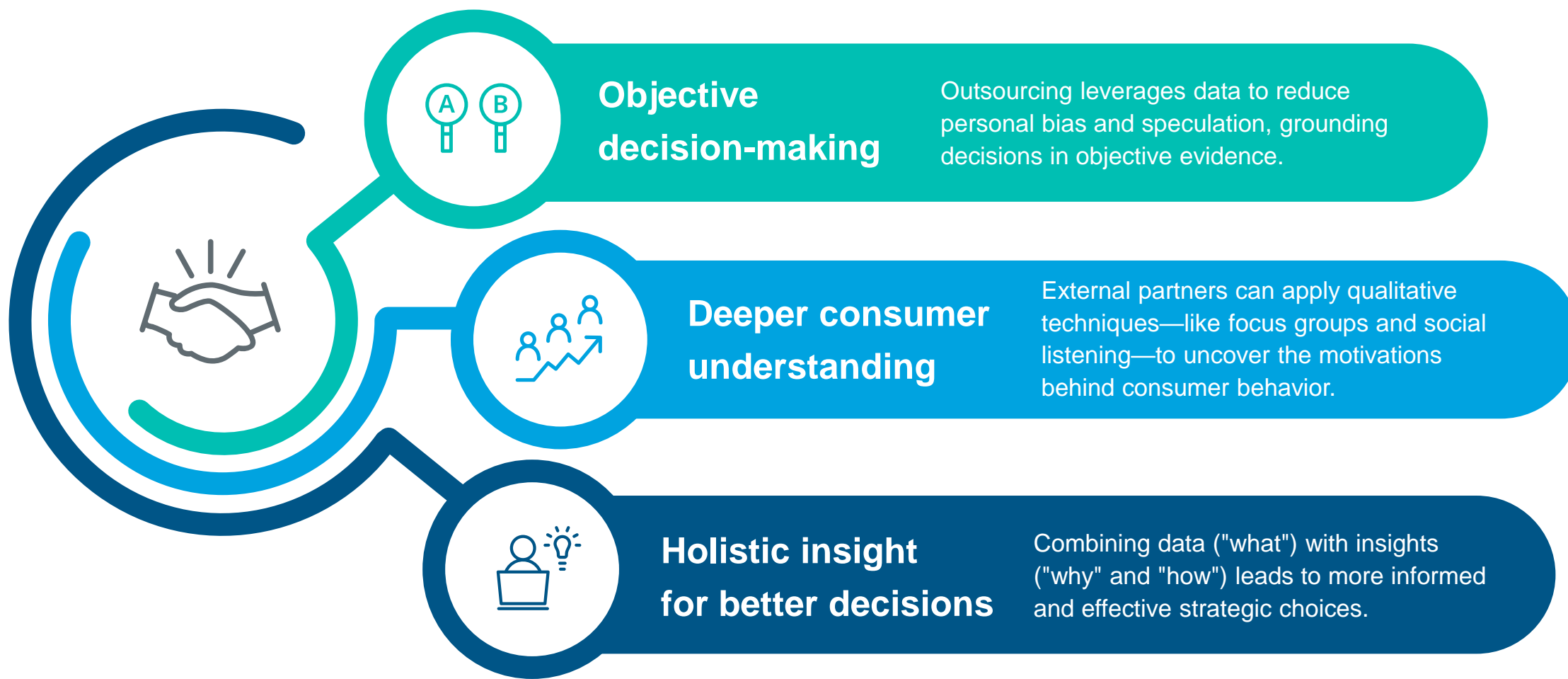


Finding and validating the right opportunity

Why outsource when generating and validating ideas?



Benefits of partnering for idea generation and validation



Rx-to-OTC switch: Building a relevant consumer-centric brand proposition informed by robust insight



CASE STUDY
Rx-to-OTC switch



Situation

A leading pharmaceutical company, supported by private equity, wanted to grow their constipation relief brand beyond its prescription heritage, and relaunch as a rejuvenated OTC consumer health product.

Solution

By studying 9 markets, we explored consumers' attitudes and behaviours about constipation delivering a clear strategic consumer segmentation, evidence-based brand strategy with clear USP, and validated brand and creative execution.

Results



17,000+ consumers spoken to across 9 countries and 10 projects



One credible, unique, relevant consumer-facing brand positioning



NDP pathway defined portfolio architecture for innovation



Positive OTC growth across markets in Year 1



Supported switch of MovicoolEase



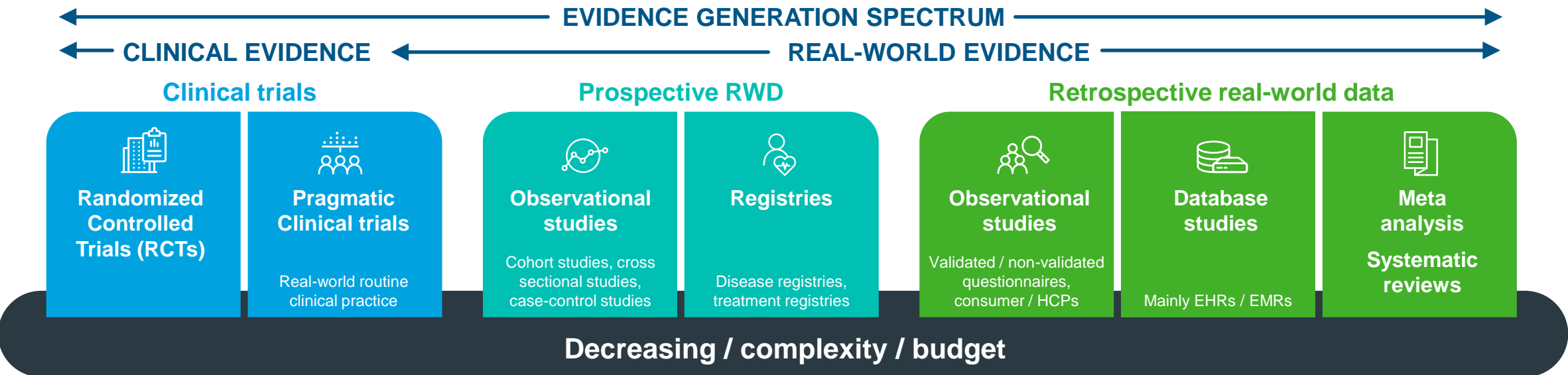
Became a trusted partner, forging a strong strategic relationship with the client that has continue beyond the launch



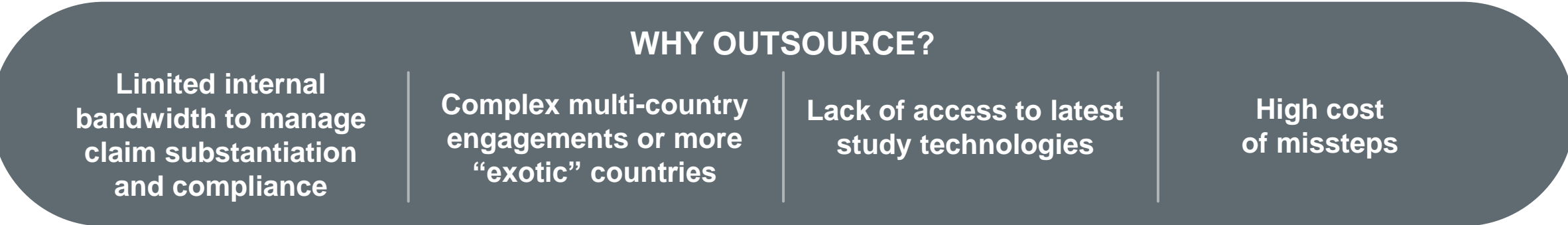
**Efficiently generating
evidence-backed claims**

Why outsource claims generation?

Different client questions call for different tools – From RCTs to agile real-world insights

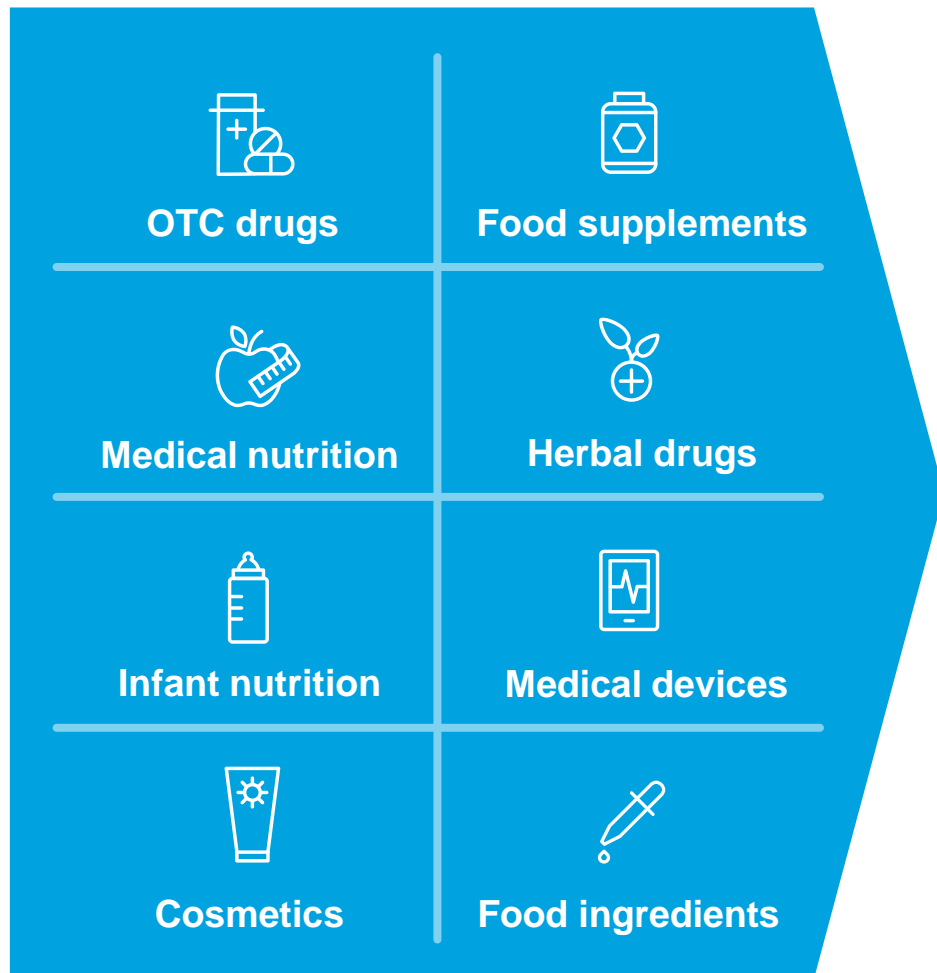


What is the purpose of the envisioned claims — What is the audience — What are the risks?



Turning regulatory complexity into clarity across markets

In Consumer Health, one size does not fit all!



Local regulatory intelligence is critical

Success depends on granular, market-specific expertise



One product, multiple pathways

Identical formulations may be classified differently across jurisdictions



Borderline product classification demands strategic foresight

Regulatory ambiguity can delay or derail launches



RX-to-OTC transitions require tailored strategies

Switching frameworks vary significantly by country and region



Regulatory frameworks are in flux

Staying ahead of emerging rules is key to sustainable market access



Claims, packaging, and mode of action influence category

Subtle changes in presentation can shift the entire regulatory pathway



Cross-functional collaboration is non-negotiable

Aligning regulatory, commercial, & scientific functions ensures faster, compliant launches



Assessing market potential

Bring together many elements to get the complete market picture



Empowering Inovox to quintuple sales projections



Situation

Leading Polish pain relief business, USP Zdrowie, had a new product to launch into the crowded sore throat category.



Solution

- Consumer, category and shopper insight
- Brand identity and packaging design
- Audience, positioning and proposition
- Brand identity and packaging design
- Campaign creative and collateral

Results



Powerful new brand identity.



10,000+ pharmacies selling Inovox.



Cut-through POS display and packaging design.



No.3 sore throat brand in Poland.

500%

increase in first-year
sales projections



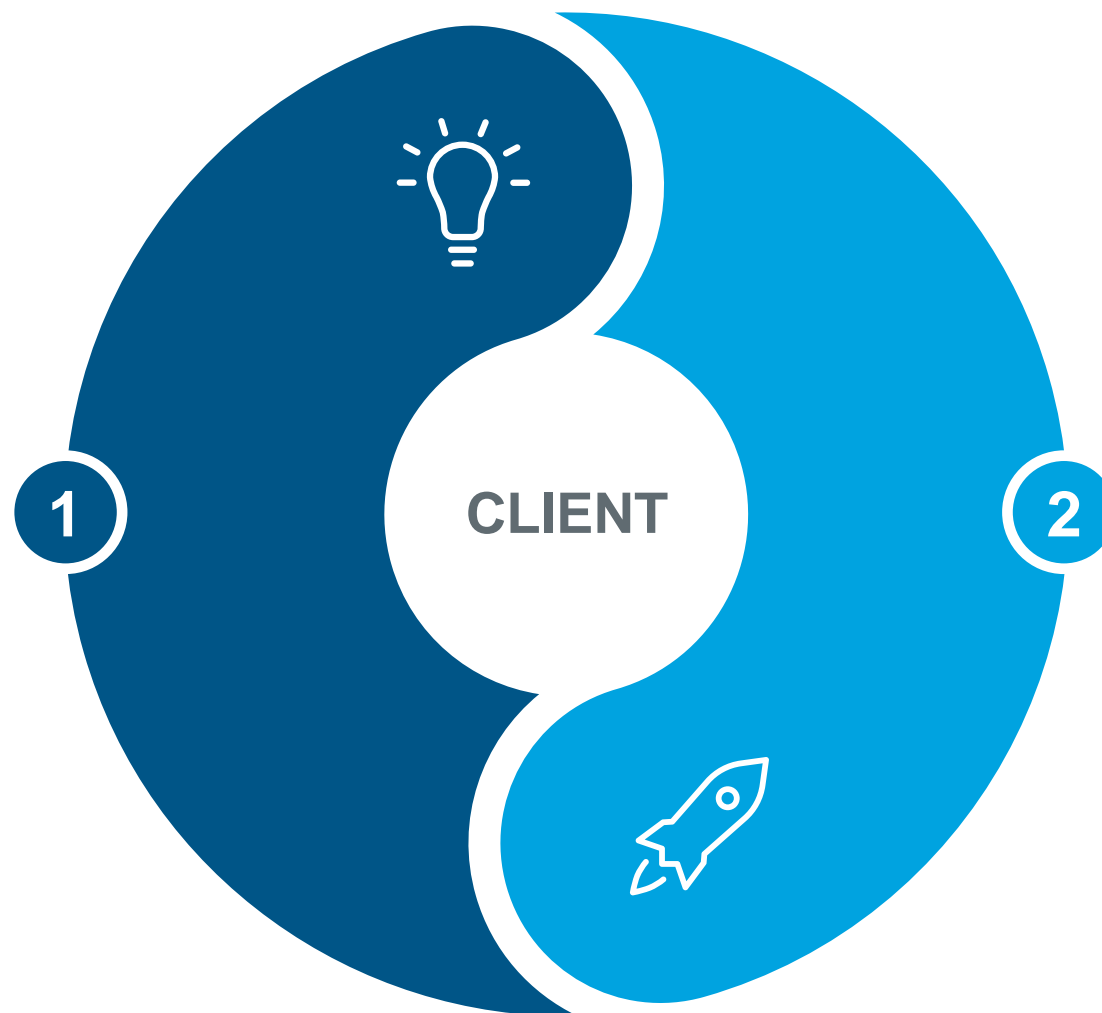


Key takeaways

The work before getting to market is key to success in the market

Brand and commercial strategy

From commercial due diligence assessments on potential acquisitions, through to the development of global to local brand and GTM strategies; IQVIA Consumer Health provides a wide range of analytical, design and development services that clients need to build their value creation plans.



Sales and marketing execution

We work with our clients and in market partners to construct and execute the sales and marketing plans that enable our clients' brands to achieve the awareness, distribution and penetration objectives they have across the world.

Webinar Series Part 2: Sales & Marketing Outsourcing

Join us on 22nd July for Part 2 of our webinar series where we take your brand to market and dive into:

Marketing outsourcing:

Tapping into consumer and HCP focused marketing specialists to drive consumer and HCP activation and engagement through online and offline channels.

Sales outsourcing:

Leveraging outsourcing sales expertise and technologies to deliver the balance of push strategies— such as HCP engagement, promotions, and channel visibility — and pull dynamics driven by brand trust, efficacy, and consumer preference. Understanding how these forces interact so you can uncover more targeted, scalable sales models that align with evolving consumer behaviours.



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Thank you!

