



Quickview

# Unlocking Growth Potential

*The Brand Fostering solution for consumer health*

# The new consumer health reality



The consumer health market is more dynamic than ever. Categories are increasingly fragmented, competition is intensifying, and brands are under relentless pressure to launch faster and deliver measurable results.

Expectations are also rising from every direction. Consumers want clarity, simplicity, and trust, demanding products that are easy to navigate and backed by credible claims. Healthcare professionals expect robust evidence before they recommend, while retailers look for differentiation and consistent performance across both shelf and e-commerce.

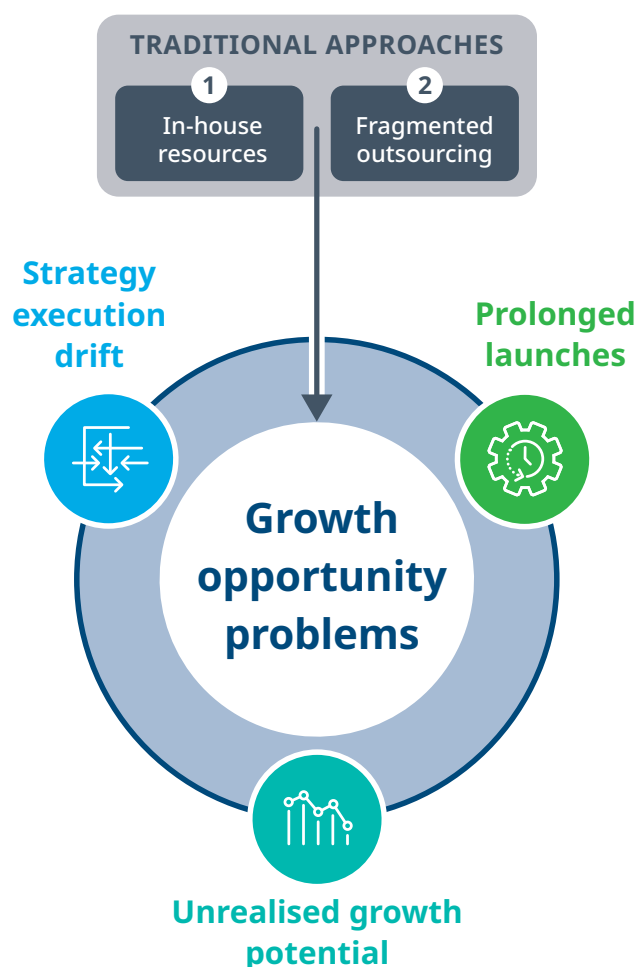
This combination of complexity and rising expectations makes it harder for brand teams to keep pace. The opportunities for growth are there — but **winning requires speed, precision, and credibility across every market and channel.**

## Why traditional approaches fall short

When faced with this pressure, many companies try to manage everything in-house, believing that this guarantees control. In reality, this approach often overstretches already-limited teams, slows execution, and reduces agility. Building every capability internally — from evidence generation and packaging redesign to omnichannel campaigns and new market entries — quickly becomes costly and unsustainable.

Others rely on a patchwork of external agencies and vendors. While this may temporarily relieve internal pressure, it creates new challenges: disconnected handoffs, inconsistent brand identity, duplicated effort, and misaligned local execution. Instead of simplifying complexity, it compounds it.

In both cases, the outcome is the same: strategy and execution drift apart, launches take longer than they should, and growth potential is left unrealized.



# Brand Fostering: One partner, end-to-end impact

To break free from these constraints, brands need an integrated approach that connects strategy with execution. This is the principle behind Brand Fostering.

Rather than juggling multiple vendors or overloading in-house teams, Brand Fostering brings every stage of brand performance together under one coordinated partner.

This model helps brands to:

- **Launch faster** — fewer bottlenecks, quicker entry to market.
- **Stay consistent** — harmonized identity and messaging across markets.
- **Build credibility** — evidence and claims that resonate with consumers, HCPs, and regulators.
- **Drive impact** — strategies that translate into measurable growth and stronger equity.



In the Brand Fostering model, a partner company such as IQVIA Consumer Health acts as an extension of the client organization. It is integrated across the full journey — from identifying the right opportunities and building propositions, through to brand identity, activation, and ongoing performance management.

With one partner managing the journey from opportunity sizing to in-market execution, complexity is reduced, compliance is safeguarded, and brands scale with confidence.



# From insight to impact: How Brand Fostering delivers growth

## Brand and commercial strategy

### STRONG FOUNDATIONS

Effective execution starts with clarity. We size market opportunities, analyze consumer and shopper behaviors, build credible evidence, and define portfolio strategies. These steps create the foundation for faster, sharper, and less risky execution.

## Sales and marketing activation

### SEAMLESS EXECUTION

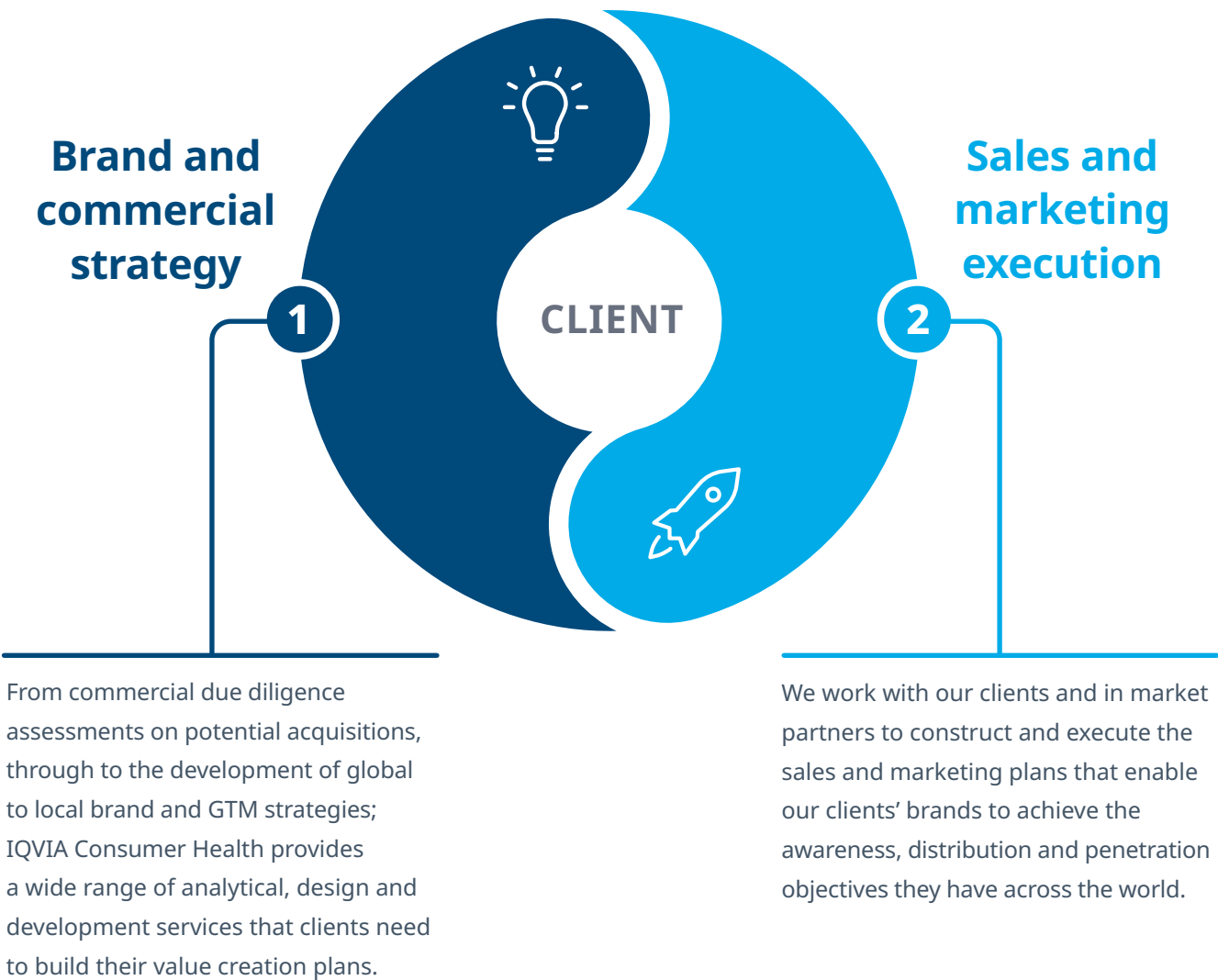
Strategy comes to life through consistent delivery. We align brand identity across markets, cascade global

toolkits into local activations, and run omnichannel campaigns spanning retail, pharmacy, e-commerce, and digital media. HCP and retailer engagement ensures trust and adoption, while distribution and launch support secure reliable availability.

## Confident growth

With one partner managing the full journey, complexity is reduced, compliance is safeguarded, and brands scale with confidence — unlocking growth at pace and protecting long-term equity.

**Brand Fostering succeeds because it connects strategy, and execution in one flow**







# Maximize your brand. Today.

Elevate your brand with IQVIA Consumer Health. Harness robust data, innovative consulting, clinical research and RWE capabilities, along with omnichannel excellence, to inform and drive your brand strategy, optimize sales, and engage customers. IQVIA Consumer Health is your partner for brand success in the dynamic consumer health market.

Want to learn more? [Contact our experts today.](#)

# Case study: Breathe Right—Brand Fostering in action



When Breathe Right transitioned from GSK (now Haleon) to Foundation Consumer Healthcare, IQVIA Consumer Health was tasked with ensuring a smooth post-acquisition transition and supporting global brand growth across 21 markets.

Through the Brand Fostering model, IQVIA Consumer Health became an extension of the client team, taking full ownership of strategy and execution across these markets. This has included:

- A **unified global brand strategy**, harmonizing close to **120 SKUs**.
- **Regulatory compliance** across diverse markets.
- **Refreshed packaging** and identity to ensure consistency.
- Comprehensive **marketing toolkits** for distributors and partners.
- **Omnichannel execution** spanning retail, pharmacy, HCP engagement e-commerce, and digital campaigns.

This model reduced complexity and created a platform for continuous growth. Since the start of the partnership, the brand has not only retained its equity through transition but continues to expand its reach and relevance worldwide.



**20** Contracts with



**17** Distributors in place within



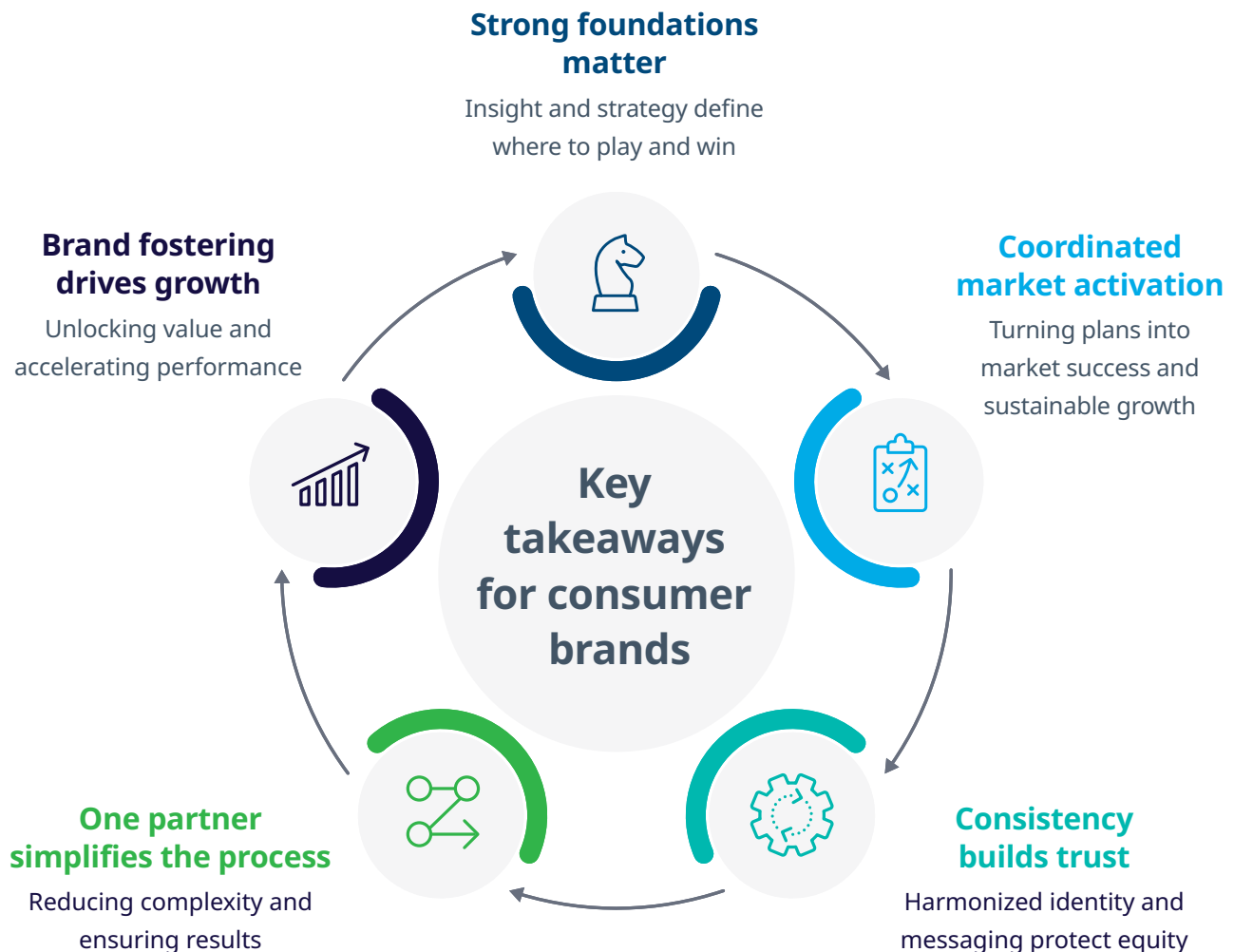
**6** Months



# Conclusion

In today's fragmented and competitive consumer health market, traditional approaches are no longer enough. Brand Fostering offers a model to simplify complexity, accelerate execution, and strengthen equity. By uniting

insight, evidence, identity, and activation under one coordinated framework, it ensures that brands are not only launched faster but built to thrive.



Brand Fostering can support your growth journey, reach out to our experts below:

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Watch the full webinar series — Outsource to Outshine – Driving value with Brand Fostering — to learn more:

- [Driving Value with Brand Fostering – Strategy](#)
- [Driving Value with Brand Fostering – Execution](#)

## About the authors



**MOLLY MASSEY**

Commercial Lead, Brand  
Fostering Strategy

Molly holds a Master's in Pharmacy and a PGCert in Independent Prescribing from the University of Bath.

She joined IQVIA Consumer Health three years ago and now works as a Business Development Manager, supporting clients with commercial solutions to accelerate brand performance.

Before moving into consumer health, Molly worked as a clinical pharmacist across hospital, specialist, and retail pharmacy settings. She later became a Service Development Lead Pharmacist (Sales Lead) for IQVIA Interface Clinical Services, where she focused on market access and patient activation projects within the NHS and pharma sector.



**VAISHNAVI SAVE**

Commercial Lead, Brand  
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Vaishnavi brings over a decade of experience in Sales, Product Management, Marketing, and Business Development within the healthcare industry. She has been instrumental in driving commercial success for IQVIA Consumer Health Technologies, leading global go-to-market strategies, sales enablement, and client engagement initiatives across multiple regions.

With a background in pharmaceutical marketing, Vaishnavi combines deep insights with strong commercial acumen. Her career includes launching pharmaceutical brands, managing strategic accounts, building marketing operations, and developing global thought leadership content—including IQVIA's first Consumer Health podcasts.

She is known for her cross-functional collaboration, client-first mindset, and ability to turn insights into scalable solutions. Vaishnavi is passionate about unlocking growth at the intersection of strategy, creativity, and storytelling. She holds a master's in business administration at Symbiosis University, Pune.



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