

Brand Planning

Seeing your brand plan through the lens of QuintilesIMS

The Pharma Industry is highly regulated and is often said to be a slow moving industry. Whether the former claim is a reason for the latter claim to be true is debatable.

Overcoming the regulatory framework is not a cakewalk in any industry. Further, in this world of abundant information, increasing curiosity & awareness among customers & stakeholders, concerns around safety & value, increasing competition, multitude of technologies at disposal, to expect that the regulations will not add to the complexity in running business operations, would be like living in a fairy tale.

Pharma today needs to prepare and plan to manage these complexities in order to succeed. Brands are the revenue generators and drivers of growth, so a focus on brand planning will only help the cause. QuintilesIMS has a proprietary Brand Excellence framework, which can guide companies in their brand planning efforts. The framework is built upon a collection of best practices and has been successfully implemented for 9000+ brands over the last few decades globally, to affect all levels of pharma business from global/regional HQs to country affiliates.

At QuintilesIMS, we not only work with our clients to devise their brand strategy, we also create a guiding list of metrics to ensure robust monitoring mechanisms can be put in place. Having customer & stakeholder insights is key to success of any business strategy. In the Nordics, we help our clients to secure necessary customer & stakeholder insights and support them in translation of insights into key performance indicators.



We also emphasize that it is critical to have a clear view on responsibilities and dependencies within the organization. Often the information resides within different functions, with different people; therefore, collaboration is key in preparing actionable items to achieve annual goals. Only with diagnosis of current state of affairs, thorough planning for the future can be made.

If you are currently or about to be involved in brand planning activities and would like to enquire about the unbiased and objective support that QuintilesIMS is providing to its clients in the Nordics, then please reach out to:

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