

Supporting a Product Repositioning for a Pharmaceutical Company

This mid-sized biopharmaceutical company is driving innovation in a groundbreaking class of medicines, focusing on addressing diseases with significant unmet needs. Over the past six years, it has transitioned from a pre-commercial stage to a multi-product global organization, experiencing rapid growth.

With several products already on the market and more in the pipeline, the company identified an opportunity to refine its product positioning. To better emphasize the unique differentiation of its offerings, the client sought to revamp its messaging strategy. This included a comprehensive redesign of product messaging and effective communication of these updates to both internal and external stakeholders.

A long-standing partner of Clarkston Consulting, the company enlisted Clarkston to support this product repositioning. A Commercial Project Manager from Clarkston was brought in to lead the project, ensuring seamless collaboration with cross-functional teams and driving the successful execution of the company's new messaging strategy.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Life Sciences

PRODUCTS AND SERVICES :



Pharmaceuticals

PRIMARY OBJECTIVES:

- Support the scoping, chartering, and launch of four workstreams:
 - Align stakeholders on project agenda and key messages and obtain agenda approval from leadership
 - Facilitate updating of content and materials to support product repositioning
 - Define and deliver comprehensive and aligned internal communication plan to disseminate new positioning across company
 - Prioritize list of key external stakeholders and prepare and execute an engagement plan
- Identify, resolve, and escalate risks and issues quickly
- Support change management activities related to implementation of the project

RESOLUTION:

- Managed a team of cross-functional stakeholders in Commercial, Medical, and Corporate Communications to accomplish project's objectives
- Developed project plan to guide project timeline, resulting in providing deliverables several months ahead of schedule
- Aligned and obtained approval of agenda for repositioning project
- Facilitated creation of a messaging resource guide to be used for marketing material development
- Assisted in developing a presentation to share repositioning and new messaging at company meeting
- Created engagement plans for spreading new messaging to top opinion leaders and incorporating new messaging into key congresses

KEY BENEFITS:

- Aligned senior leadership on new product positioning and affiliated messaging
- Created plan to reposition product with internal and external stakeholders
- Provided resources for internal stakeholders to begin developing marketing materials and congress booth designs
- Disseminated repositioning across company for awareness
- Began engaging with key external stakeholders on new messaging
- Set client up for overall company repositioning and future product positioning



KPIs

- Chartered and managed 4 workstreams
- Engaged with 25 cross-functional stakeholders to complete project
- Aligned on 3 key messages to guide product repositioning
- Delivered comprehensive resource implementation guide
- Provided input for 4 stakeholder meetings, including the all-company meeting
- Created 5 engagement plans to target top 50 opinion leaders
- Drafted 9 congress plans where new product positioning would be represented

[CONTACT US](#)

