



MARKETING Club 169th

169th Marketing Club
125th Business Club
38th Jeddah Club



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Differentiation of Me Too Products

Dialogue 1 (Future Assessment)

JOIN FREE



LIVE WEBINAR

Date	9 pm	10 pm	11 pm	Place
7-1 2025 Tuesday	Egypt	KSA	UAE	Online Zoom



Instructor
Dr. Tamer Noman
Marketing & BD Manager

TAMER EL-SAYED NOAMAN



FARABI
Marketing &
BD Manager
Cosmeceutical



GPM
Nutraceutical
& OTC



GPM
Derma & OTC



GPM
Derma & OTC



PM
CHC Units.



PM
FMCG



Ph. M



MR
CVS Units.

PHARMACIST 2006
MBA, ESLSCA FRANCE 2014
ONLINE MARKETING FOUNDATIONS 2021

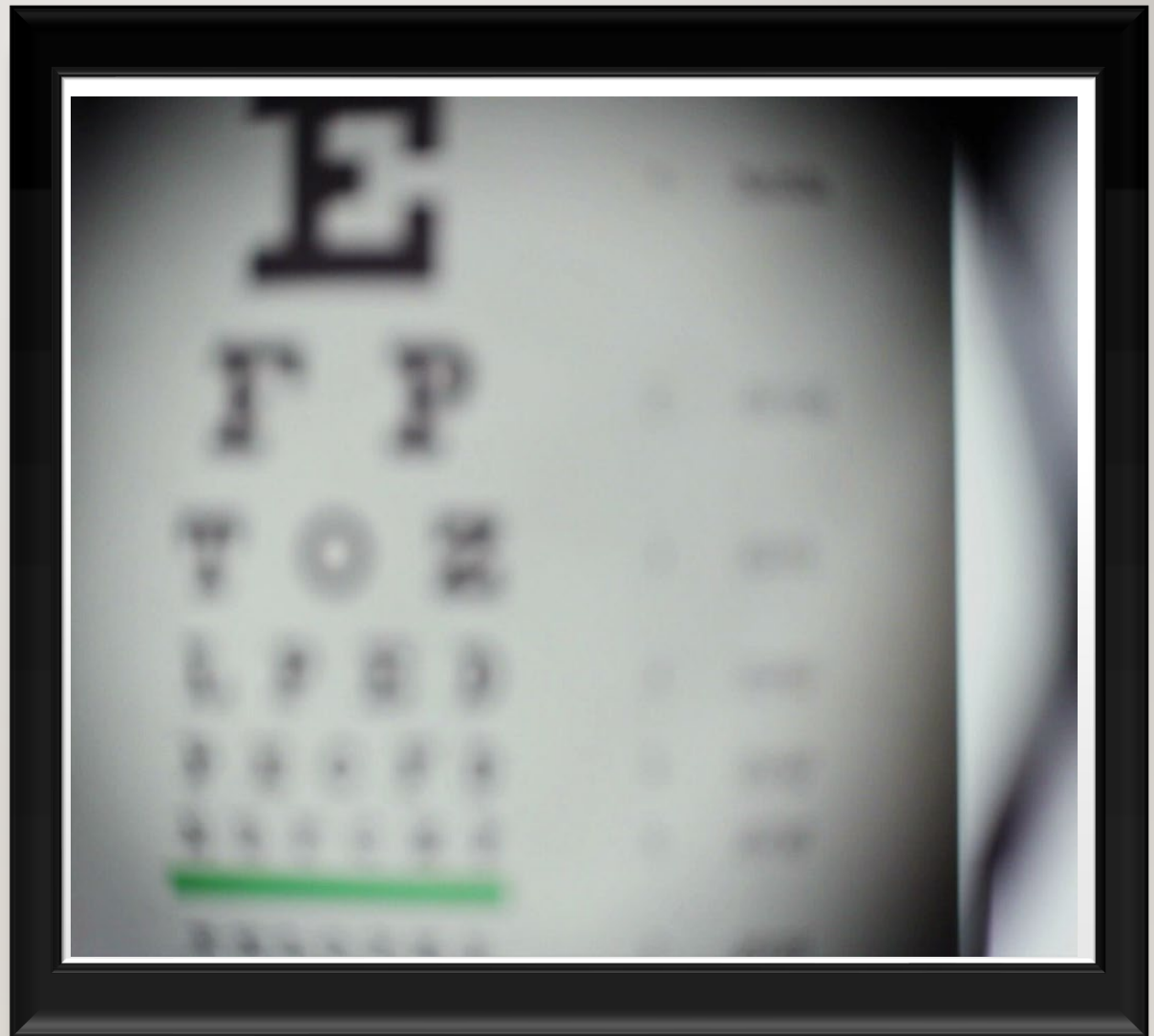
- ◆ Creative Thinking
- ◆ Marketing Management
- ◆ Market Analysis
- ◆ Market Research
- ◆ Integrated Marketing Communication
- ◆ Online Marketing
- ◆ Social Media Marketing
- ◆ Service Marketing
- ◆ BTL Marketing
- ◆ ATL Marketing
- ◆ Stakeholder Engagement
- ◆ Customer Centricity
- ◆ Performance Management
- ◆ Sales Strategy
- ◆ Sales Forecasting
- ◆ Resource optimization
- ◆ Business Development
- ◆ Leadership development
- ◆ Team Management
- ◆ Budget Management
- ◆ People Management
- ◆ Strategic Planning
- ◆ Strategic Thinking
- ◆ RX Marketing
- ◆ OTC Marketing
- ◆ FMCG Marketing
- ◆ Trade Marketing
- ◆ Product Management
- ◆ Product Launch
- ◆ Market Development
- ◆ Operations Management
- ◆ Effective Communication

DIFFERENTIATION OF ME-TOO PRODUCTS

STRATEGIES TO STAND OUT
IN COMPETITIVE MARKETS

DR. TAMER NOAMAN, MBA

MARKETING & BUSINESS
DEVELOPMENT MANAGER



WHAT IS THE MEANING OF DIFFERENTIATION?



Differentiation is a Process that distinguishes products or services



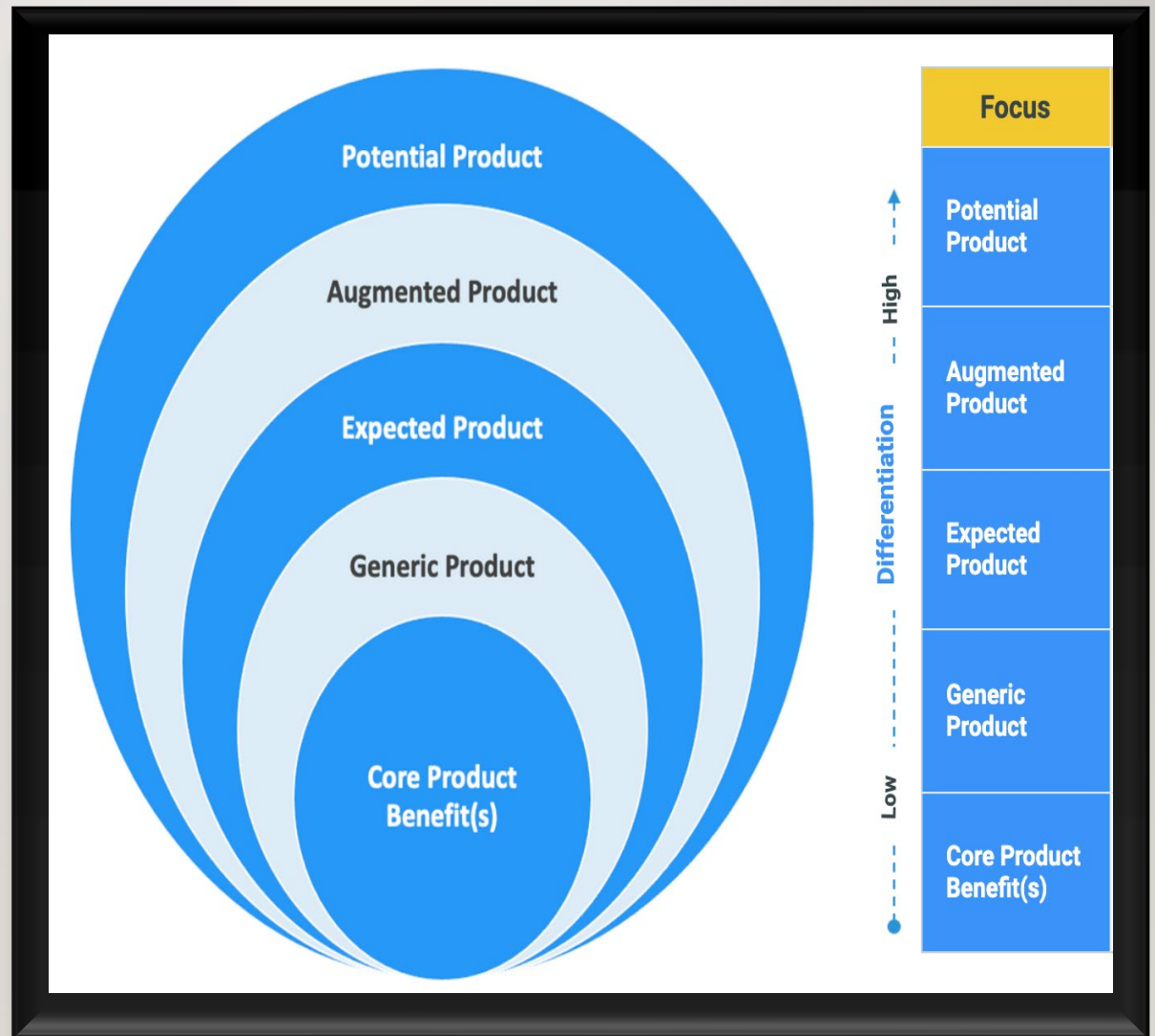
Product are a combination of tangible and intangible



Differentiation adds value to product or service price



5 LEVELS FOR PRODUCT



1. Core Product:

Def.: The **fundamental benefit** that the product provides.

Ex: **Mobile Phone** - The basic benefit is the **ability to communicate**.

2. Generic Product:

Def.: **The basic features** that the product includes.

Ex: **iPhone** - Includes a screen, camera, and the **ability to make calls**.

3. Expected Product:

Def.: The characteristics that consumers **expect** from the product.

Ex: Users **expect** the iPhone to be **high quality**, user-friendly, and to have regular updates.

4. Augmented Product:

Def: **Additional features** that enhance the product's **value**.

Ex: **Special Features** like Face ID, Apple Pay, and **advanced camera capabilities** on the iPhone.

5. Potential Product:

Def: **Innovations** and improvements that could be made in the future.

Ex: The potential development of an iPhone with new features such as faster wireless charging or **AI-**based functionalities.

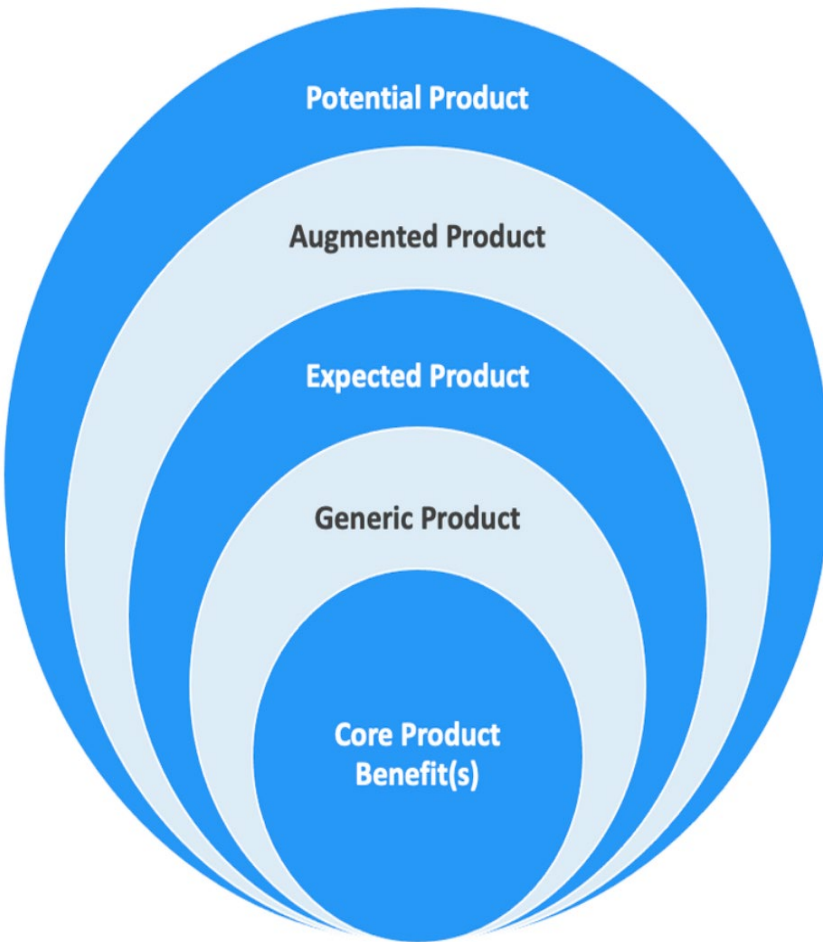
Low

Differentiation

High



WHAT IS THE MEANING OF THE PRODUCT?



Tangible Products

Intangible Products

Tablets/Capsules

Consultation

Prescription medications for various conditions

Doctor's advice on medication use

Syringes

Research

Vaccines and injectable medications

Clinical trials and drug development

Liquid Medications

Support Services

Cough syrups, intravenous solutions

Helpline for medication-related queries

Medical Devices

Online Health Services

Inhalers for asthma, glucose monitors

Telehealth consultations, online pharmacies



ME-TOO PRODUCTS

- Products that imitate successful competitors.



ME-TOO PRODUCTS

- Products that imitate successful competitors.



IMPORTANCE OF DIFFERENTIATION



Avoid

- Price Wars



Build

- Brand Identity



Capture

- Customer Loyalty



WHAT ARE THE NATURE OF THE PRODUCTS THAT LAUNCHED IN THE MARKET?

- New Class
- Differentiation by new MOA
- New Molecule
- Me too



CHALLENGES OF ME-TOO PRODUCTS



- Lack of unique value proposition (UVP)



- Price sensitivity of customers



- Strong competition from established brands



- Perception of low quality



Launch date



LATE FOR LAUNCH PRICE REDUCTION FOR GENERIC

- BRAND = 100 LE
 - X GENERIC = 90 LE
 - Y GENERIC = 80 LE
 - Z GENERIC = 70 LE
 - XX GENERIC = 60 LE
- Reduction of price leads to converting differentiated products to commodities.



TOOLS FOR PHARMA MARKETERS

- Team
- Products itself (positioning)
- KOL relationship
- Financial activity



ME TOO PRODUCT NEEDS INOVATION

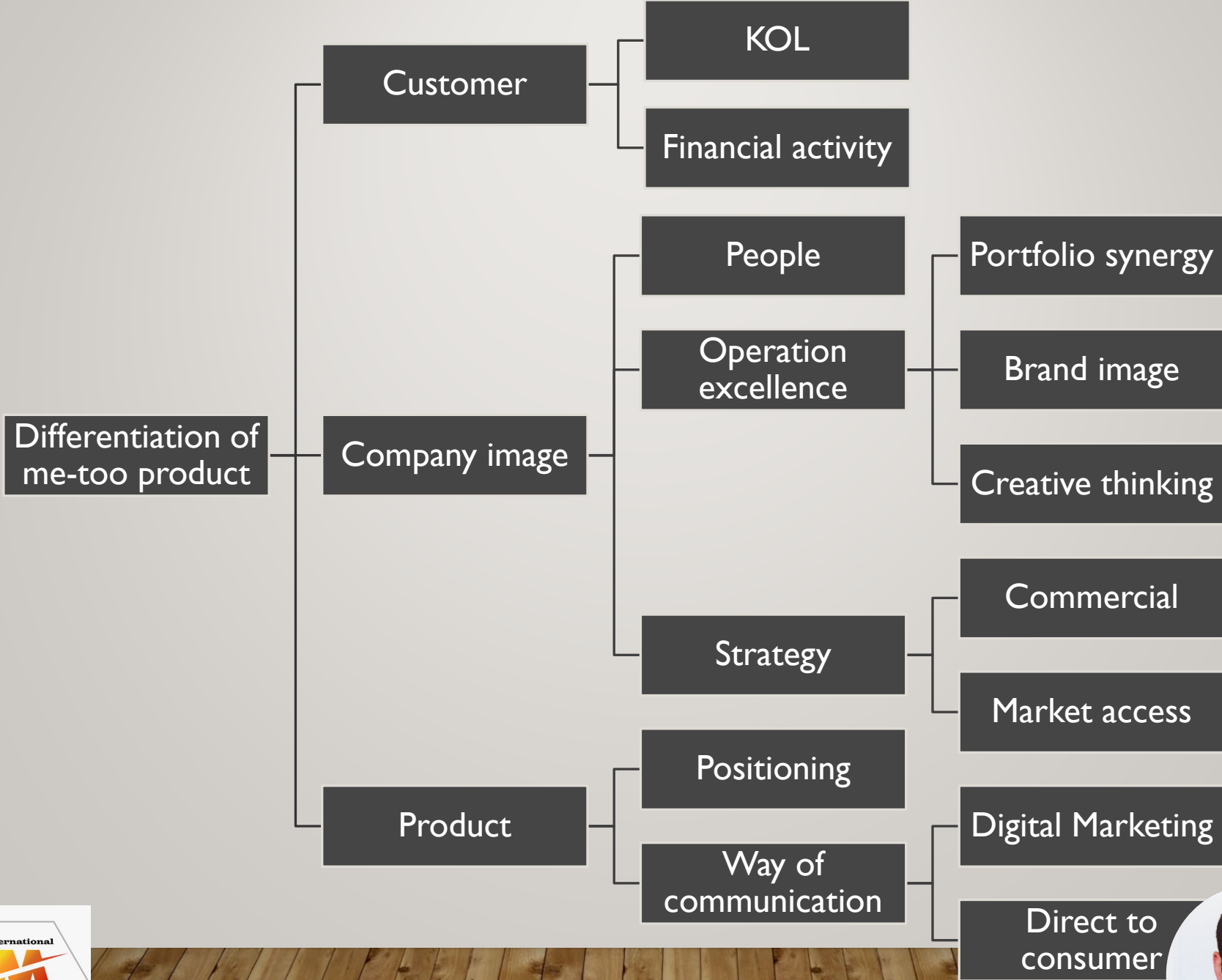
- Way of communication with the customer
- Product positioning
- Way of engagement
- People



WHAT ARE THE HOT BOTUM FOR MARKET?

- Sample
- Activities
- Frequency
- Share of voice
- Engagement for consumers
- Market dynamic (sensitive for promotions)
- Market capacity or depend on CRM
- Company Capabilities
- Digital marketing (Web site, SEO, SEM, Content Marketing, ADS)







COMPANY CAPABILITIES



COMPANY CAPABILITIES

- Neuroscience (anti-psychiatric products)
- portfolio synergy
- know-how



COMPANY CAPABILITIES

- Cardiovascular & statin products
- portfolio synergy
- know-how



COMPANY CAPABILITIES

- GIT Products
- portfolio synergy
- know how



COMPANY CAPABILITIES

- Skin & hair care products
- portfolio synergy
- know-how



CUSTOMER INTIMACY



Build a relationship between the customer and the product or between the customer and the company.



Customer experiences with products and company.



HOW TO INCREASE PATIENT ADHERENCE TO DRUGS ?



WHY CUSTOMER PRESCRIB YOUR PRODUCT?



Differentiate mode of action.



Product has clinical trial-based evidence.



Good Per selling from MR 70%



CUSTOMER INTIMACY CHALLENGES

IF THE COMPANY DEPENDS ON
SERVICE ONLY, THERE IS NO
SUSTAINABILITY. WE NEED RX
HABIT.



DIFFERENTIATE MY PRODUCT, HOW?



OPERATIONAL EXCELLENCE

PHARCO & MESSI



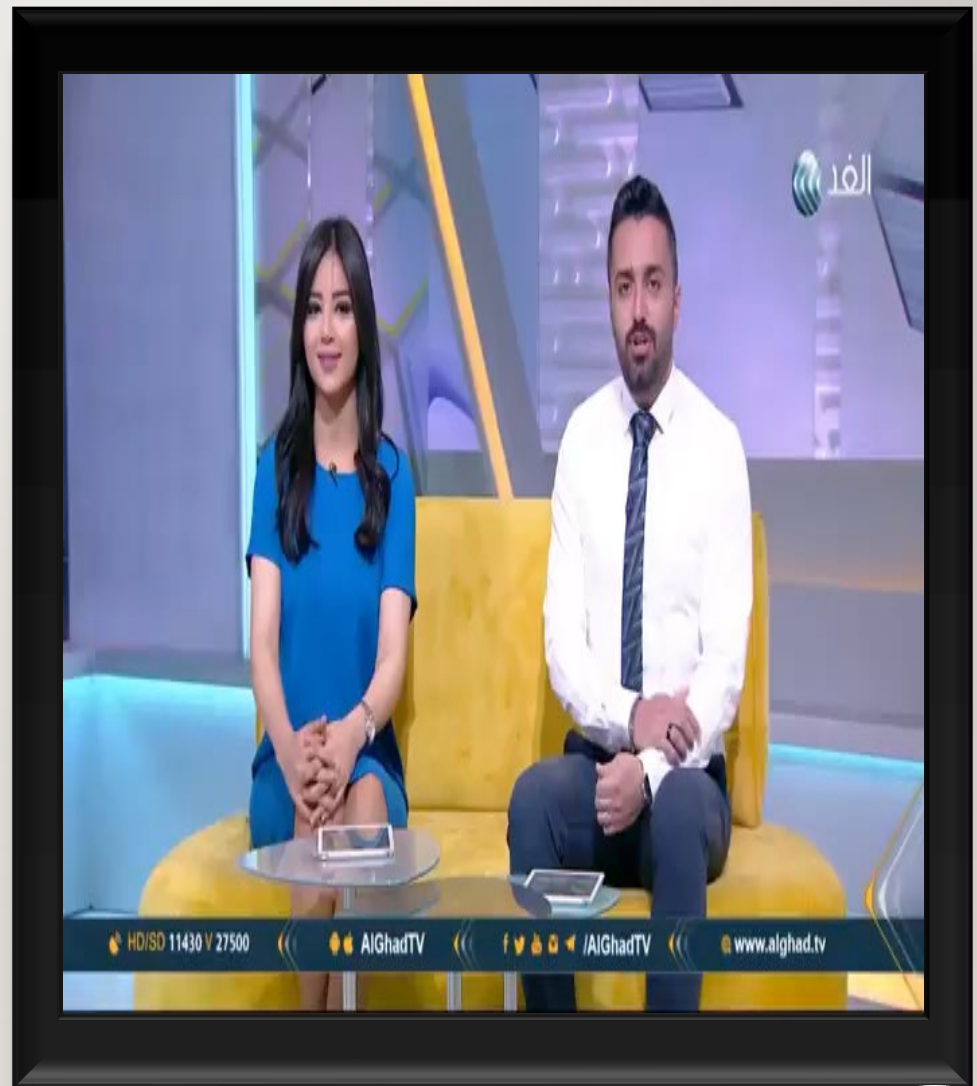
OPERATIONAL EXCELLENCE

EVA & ATHLETES
FAMOUS



OPERATIONAL EXCELLENCE

- Orchidia CSR campaign
- PR



OPERATIONAL EXCELLENCE EXAMPLES

- <https://www.facebook.com/Evapharma/videos>
- <https://www.facebook.com/PharcoCorporation/videos/1957292534585180/>
- <https://www.facebook.com/futurepharmaceuticalindustries/reels/>
- https://infinityclinicpharma.com/ar?srsltid=AfmBOooSgQ-xyL0HoR1086SxocuevbRgC0lhprfN9h_4hbxazdXkFT4d



COMPANY IMAGE

IT'S A CORNERSTONE FOR
DIFFERENTIATION OF ME-TOO
PRODUCTS



COMPANY IMAGE

- It's a cornerstone for differentiation of me-too products
- KOL management
- SAM
- Share of voice
- Portfolio synergy



KOL MANAGEMENT

Key Opinion Leaders in Healthcare:

Identify, prioritize, engage, track and achieve continuous progress

Track

- Number and quality of interactions
- Projects
- Frequency
- Quality feedback (i.e. promoter score)

Engage

- Plan
- Personal interactions
- Virtual



Identify

- Science-driven
- Potential to impact patient experience
- Leverage big data

Prioritize

- Publications
- Conference presentations
- Scientific society and committee membership
- Expert paper participation
- Available infrastructure
- Communication channels
- Willingness to engage



FINANCIAL ACTIVITIES

- Rx (SAM, RTD, Scientific meeting, conferences, testimonial . DM,)
- OTC (on-ground activation, healthy day, DM, ATL, BTL,.....)



- **SAM**

- **DIFFERENTIATE SAM**
- **INVITATION CARD**



SHARE OF VOICE



PORTFOLIO
SYNERGY

ACTIVITIES
INNOVATION



ACTIVITIES INNOVATION

HEALTHY DAY FOR
STATIN PRODUCTS BY
VASCULAR AGING
MEASURING.



ACTIVITIES INNOVATION

- Healthy day via dermoscopy activities for Skin & hair care products
- know-how



ACTIVITIES INNOVATION

- Healthy day via skin tester, light musk for Skin care products



PEOPLE

PEOPLE MANAGEMENT

Recruitment

Coaching & Development

Performance Management

People Retention

Building Up Talent Pipeline



KEY DIFFERENTIATION STRATEGIES



Unique Features: Add functionalities competitors lack. (Blanka foaming cleanser)



Branding and Storytelling: Create an emotional connection. (Lamifen 125 mg tab)



Customer Experience: Superior service and after-sales support. (Medical Device)



Market Access



Commercial strategy



Digital marketing (Web site, SEO, SEM, Content Marketing, ADS)



DTC & PROMOTION CAMPAIGN & DM NINOLAC & BEBE DOR & NIP & TRUDI



PRODUCT POSITIONING

- For (target customer) who needs (solution for patient pain point) the (brand) is the (point of differentiation) among all (frame of reference) because (reason to believe)



RIYADH PHARMA GLUCOSAMINE PLUS

- For Ortho. and Rheum. Doctors
Glucosamine Plus is an Evidence-based combination that controls pain and JSN. Unlike other non-evident combinations, it is the only chondroprotective that can deliver the dose and combination recommended by successful clinical trials.



FPI FUTACARE TAB

- For chest &IM &GP physicians who want to boost the immune system, FUTACARE tab is an evidence-based combination of vitamins C &D & ZINC that boost the immune system and guard against infections specially COVID-19 via the highest concentrations of vitamins in one tablet with depot technology to get sustained protection.
- High concentrations : contain Vitamin C 1000mg & Vitamin D 1000IU & Zinc 10mg.
- Depot technology: provides 30% of active ingredients on immediate release and the rest through sustained release action to give sustained protection.
- Convenience dose: once daily so suitable for a poly-medicated patient.



CASE STUDIES OF DIFFERENTIATION SUCCESS



- PepsiCo vs Coca-Cola: Trendy branding targeting younger demographics.



- Xiaomi: Affordable smartphones with premium features.



SOME MARKETING TACTICS FOR DIFFERENTIATION EX.



ADHERENCE
PROGRAMS
CREATIVE OFFERS



CONTENT
MARKETING TO END
CONSUMERS.



INFLUENCER
COLLABORATIONS.



SOCIAL MEDIA
CAMPAIGNS
EMPHASIZING
UNIQUE VALUE.



LOYALTY PROGRAMS
VIA POINTS TO
RETAIN CUSTOMERS.



MEDICINE AND
PHARMACY
STUDENTS' COURSES



TEAM
DIFFERENTIATION



MEASURING SUCCESS



Key Performance Indicators (KPIs)



Market share growth



Customer retention rate



Brand perception metrics



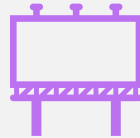
Sales and Revenue



CONCLUSION



Differentiation ensures survival and growth in competitive markets.



Combine product innovation, strategic marketing, and customer-centric approaches.



Q&A

QUESTIONS AND DISCUSSIONS

