

Background

Developing Insights-Driven Launch Plan for Competitive Space



Situation

- In February 2019, a commercial-stage biopharmaceutical company engaged us for support in developing and executing an insights and analytics plan to support the potential launch of their brand for the acute treatment of migraine
- The biopharmaceutical company's very small team had 1 year to make this launch a success
- The company needed significant support in all aspects of their launch plan, with emphasis on these key areas:
 1. **Understanding the Market:**
Identifying unmet needs, learning perceptions of currently available treatments, and understanding the opportunity for this product
 2. **Brand Strategy & Positioning:**
Identifying the best strategies to bring the product to market and drive demand
 3. **Tactics Optimization:**
Refining the brand strategy and optimizing promotional materials



Challenges

- The company needed to enter a crowded market, with numerous entrenched generic options
- At that time, migraine patients and physicians had come to accept the debilitating side effects of the standard of care
- Also, the company was going to have to enter this market with a new mechanism of action that was not widely understood outside of headache specialists
- With a marketing team of 1 FTE and 1 contractor, and only 1 year to prepare for launch, this company needed to rely heavily on their partner agencies



Questions

- Understanding the Market:**
 - What were the unmet needs in the acute treatment of migraine space that this biopharmaceutical company should focus on?
 - What was the sales potential of this product?
- Brand Strategy & Positioning:**
 - How could this company raise expectations for treatment success among patients and physicians?
 - How would the brand address unmet needs?
 - How could it play in the context of new competitors?
 - Who were the different types of critical stakeholders (HCPs, people with migraine, payers, KOLs), and what motivated each of them?
- Tactics Optimization:**
 - How would they optimize communication and marketing tactics to reach the target stakeholders and change beliefs?
 - How could they track the success of tactics over time?

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Approach

Executing Comprehensive MR Plan to Inform Strategy, Positioning and Tactics



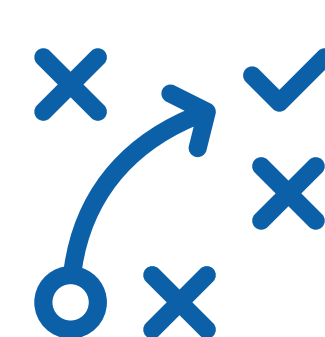
Understanding the Market

Understanding the Market:

- We collaborated with the biopharmaceutical company to develop a comprehensive research plan, including more than 20 primary market research initiatives throughout the year
- In the initial phase, we conducted foundational research, including a patient journey, drivers and barriers studies, and a market map

Research revealed key insights that would feed into the brand strategy and positioning:

- Migraine patients must make trade-offs between suffering through a migraine or suffering through the side effects of currently available migraine medications
 - Migraine patients need a treatment option that is tolerable, works quickly, and has a longer duration of effect
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 - Neurologists and PCPs conceptualize migraine patients in terms of the patient's level of disability, level of satisfaction with treatment options, and their primary acute treatment



Brand Strategy & Positioning

To inform a winning strategy, we engaged in:

- Strategic initiatives, including positioning and wargaming workshops
- Segmentation & targeting studies, including attitudinal and behavioral segmentation, in-depth personas development, and patient-type prioritization

Key elements of the branding derived from our work were:

- This brand can redefine what migraine pain relief can be by providing a new, targeted, safe, fast, long-lasting, and simple medication
- The multiple brand advantages could be united into one positioning focused on eliminating the trade-offs that patients had to make in the past
- Migraine patients should therefore be empowered to demand better for their migraine treatment



Tactics Optimization

Key elements for the sales force derived from our work were:

- Target HCPs (based on attitudes, behaviors in claims data, and influence mapping)
- Beachhead patient type to target at launch (based on market map, attitudinal segmentation, and patient-type prioritization)

We also conducted extensive testing of marketing tactics:

- Messaging for HCPs and migraine patients
- Creative concepts and DTC ad storyboards
- Sales representative visual aids
- To facilitate tracking the effectiveness of tactics, we collaborated with the company's insights and analytics team to develop a scorecard
- Pre-launch, we designed and fielded a baselines Awareness, Trial, & Usage study to enable measurement of performance over time
- To support new hires as this company expanded, we compiled and synthesized all brand knowledge and strategy decisions made and trained new company employees as needed

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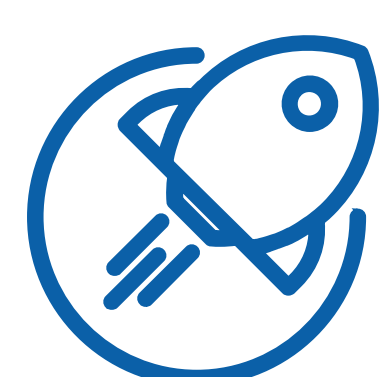
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AOR Approach to Driving Launch Success in Migraine

Outcomes

Delivered Commercial Success for a Brand That Improves Quality of Life



Successful Launch

- The launch was highly successful, with the brand surpassing its competitor and becoming the leader in new-to-brand prescriptions (NBRx) within 5 months of launch despite launching in March 2020, months after its competitor and at the start of the COVID-19 pandemic
- As of October 2021, HCPs have prescribed the brand more than 1.1 million times



Brand Strategy Improving Quality of Life for People Who Suffer From Migraine

- With the introduction of a faster, longer-lasting, and more tolerable product for the acute treatment of migraine, the way many patients experience migraine has changed for the better
- As of October 2021, HCPs have prescribed the brand more than 1.1 million times
- Close collaborations with Magnolia and client senior leaders
- Diverse consulting opportunities with a variety of project types and therapeutic areas



An On-going Partnership Between Company and Magnolia

- After the launch of the brand for the acute treatment of migraine, we aided in developing the strategy for the launch of the product's second indication for the prevention of migraine
- Now, we support tracking performance, understanding patient experience, and optimizing post-launch marketing; we are also supporting the development of the company's portfolio of migraine products in development

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