

Pharma Brand Visibility ^{IN} 2025



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Pharma Brand Visibility in 2025: Beyond Reach, Toward Relevance

Doctors today aren't short on information — they're short on attention. This eBook explores STP strategies, emotional positioning, and personalization can turn Short-lived visibility into enduring brand recall.

Pharma Brand Visibility Kit

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Introduction

In today's cluttered and highly competitive pharma landscape, traditional marketing approaches fall short. This eBook highlights the urgent shift from chasing broad visibility to cultivating meaningful relevance — particularly in how brands engage with doctors. Relevance, not repetition, is now the key to lasting impact.

● Key Insights Covered:

- Relevance beats repetition — doctors are exposed to too much content; only tailored messaging stands out.
- STP (Segmentation, Targeting, Positioning) must evolve from static planning to dynamic, data-driven execution.
- Personalization is no longer optional — treating all doctors the same leads to disengagement.
- Emotional connection builds recall — facts inform, but emotion converts.
- Consistency across touchpoints matters — from rep visits to digital content, the brand voice must be aligned.
- Doctors are not a monolith personalization is the new competitive edge.

"Insight: Visibility begins with clarity and ends with relevance. Visibility starts with clarity—on who you're speaking to and why."



Are you truly making your brand visible, or just frequently present?



Chapter - 2

Evolution of Pharma Brand Strategy





Evolution of Pharma Brand Strategy

The discussion began by reflecting on how earlier brand planning revolved around specialties. Brands were pushed across geographies with a one-size-fits-all strategy.

But today, that approach leads to disengagement.

An example was shared where 40 reps were visiting the same doctor with similar messages. The fatigue was real. The turning point?

Realizing that **frequency without personalization** is not only ineffective—it's counterproductive.

The new model focuses on understanding the doctor as a person, not just a specialty. The core message that resonated:

"When you try to be everything to everyone, you accomplish nothing for anyone."

Marketers today must blend field intelligence with segmentation logic. Without personalization, frequency becomes noise.

Insight: "Many speak to doctors, few truly connect — the wise marketer sees the human, not just the prescriber."



Question:

Are you still marketing to a specialty, or have you started engaging with the person behind the prescription?



Chapter - 3

The Power of Segmentation in Pharma Marketing





The Power of Segmentation in Pharma Marketing

This chapter explored the power of segmentation using real field scenarios. Segmentation was broken down into:

#1 **Engagement preferences:**

Digital-first, rep-heavy, or hybrid

#2 **Psychographics:**

Doctors' interests, values, and openness to change

#3 **Geography:**

Tier-1 vs. Tier-2 cities, institutional vs. individual practice

#4 **Prescribing behavior**

Categorizing doctors by volume and type of prescriptions

Examples: A dentist who was segmented based on the number of root canal cases weekly

A diabetologist who preferred only WhatsApp updates and never entertained reps

A KOL whose segmentation included participation in global webi-

Segmentation makes your brand relevant—and relevance is the foundation of visibility.

Insight: "To connect deeply, you must first divide wisely segmentation is the art before the message."

? ?
? Question:

Have you moved beyond superficial segmentation to understand what truly drives your doctors?



Chapter - 4

Targeting with Precision





Targeting with Precision

Targeting is about making a conscious choice: Who do we prioritize?

● The framework discussed included:

- Mapping messages to doctor personas
- Choosing content formats and channels that match behavior
- Avoiding blanket campaigns going focused and narrow

● Examples:

- A CME series only for high-engagement cardiologists
- WhatsApp campaigns tailored to digital-only doctors in Tier-2 cities
- Creating micro-visual aids for different segments

The session emphasized that channel selection is as important as message quality. Even well-crafted communication will underperform if it lands in the wrong inbox.

Targeting isn't about ignoring people; it's about deepening focus where your brand matters most.

Insight: "Depth comes from direction — the sharper the focus, the stronger the impact."



Question:

Are you prioritizing the doctors who are most likely to respond to your message—or simply reaching everyone the same way?



Chapter - 5

Positioning for Long-Term Equity





Positioning for Long-Term Equity

Positioning was defined as the space your brand owns in a doctor's mind—distinct, relevant, and lasting.

It's where **perception meets differentiation.**

● Case examples:

- A probiotic brand tailored three different messages for KOLs, GPs, and digital-first doctors
- A liver care brand using emotional positioning around "Liver Forever" for long-term treatment adherence
- A case study on Mamaearth—how even in commoditized markets, emotional branding works

Participants discussed how brand memory can be built through recurring themes, simplified taglines, and relatable metaphors.

Positioning connects relevance to memory. Without it, even good brands fade.

Insight: "A strong brand doesn't shout; it echoes — through trust, respect, and recall."



Question:

Is your brand message leaving a lasting impression?



Chapter - 6

Brand Planning Activity A Self Audit Tool





Brand Planning Activity

A Self-Audit Tool

● A live exercise asked marketers to rate their brand across 10 checkpoints:

- Have you segmented beyond specialty?
- Is your brand positioned uniquely?
- Do your reps communicate personalized messages?
- Do you tailor content by segment?

Want to take the survey : [Click Here](#)

Scores revealed that most brands lacked behavioral segmentation and had overlapping communication strategies. This tool was recommended to be used in quarterly planning meetings.

Reflections were real—many realized they were doing segmentation in theory, but not in execution.

Insight: "Assumptions build walls; insights open doors — audit to stay aligned."



Question:

When was the last time you objectively audited your brand's STP effectiveness?



Chapter - 7

Common Pitfalls and Practical Tips





Common Pitfalls and Practical Tips

● Common mistakes observed in the field:

- Relying on the same detailing content for all doctors
- Over-prioritizing frequency over personalization
- Ignoring digital engagement data

● Tips shared:

- Review segments quarterly; doctors evolve
- Allocate budget: 30% content creation, 70% distribution
- Train reps to pick up psychographic clues: hobbies, digital behavior

A WhatsApp campaign with curated content for pediatricians increased engagement by 40%. The learning? Customized always beats generic.

Another participant cited success after segmenting doctors based on interest in patient counseling, leading to personalized support toolkits.

Insight: "One-size messaging fits no one — personalization powers performance."



Question:

Are you customizing enough—or just following comfort-zone campaigns?



Chapter - 8

Closing Thoughts & Implementation





Closing Thoughts & Implementation

- The closing focused on applying STP beyond theory:

Segment to be relevant. Target to be efficient. Position to be remembered. The STP Flywheel: **Segmentation** → **Relevance** → **Attention** → **Visibility** → **Prescription**

- Action steps:

- Use the STP audit every quarter
- Share segment profiles with field reps
- Align messaging with doctor expectations

The audience left with a renewed clarity: Visibility in 2025 won't be about volume—it'll be about value.

One final reflection posed was: "Don't just build campaigns—build memory structures."



Question To You:

What one STP action will you commit to before your next brand review?

