



Branding Science  
Group

# The state of pharma brand planning

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**Brand planning is a vital yet much maligned part of pharmaceutical marketing.**

All too often, it's seen as a chore, a box-ticking exercise, or something to get done and move on from. The reality couldn't be further from this!

In a recent webinar, Branding Science experts **Ed Corbett** and **Simon Fogg** explored the current state of brand planning in the industry, identifying where improvements can be made and how teams can create plans that people love.

Read on for our summary of **the key insights** from the webinar.

## Rethinking **traditional approaches** to brand planning

Often viewed as a perfunctory task, brand planning in pharma is facing challenges that hinder its true potential.

The tendency is to approach it formulaically and often to delegate it to junior team members. The process is seen as tedious, resulting in a lack of engagement and understanding.

It's essential to recognise brand planning not as a routine task, but as a dynamic repository of information supporting strategic thinking across an entire organisation.



## Identifying strengths and weaknesses in **pharma brand planning**

While the pharmaceutical sector excels in certain areas of brand planning, such as patient journey mapping, competitor analysis and tactical planning, it falls short in critical aspects such as market definition, segmentation and insights.

The root cause of this is often down to poor marketing capabilities which, if addressed, can enable the creation of strong brand plans.



## The future of pharma brand planning

Looking ahead, the future of brand planning in pharmaceuticals holds exciting possibilities.

The integration of Artificial Intelligence (AI) is poised to enhance the distillation of insights and environmental assessments, though recognising its limitations in strategy creation is vital. AI will never be able to set a brand's ambition – and neither should it. Such creativity and vision should remain the preserve of humans who have to answer to human bosses!

The industry is also expected to shift towards a more patient-focused approach, emphasising tangible actions over rhetoric. Finally, there is demand for more concise and efficient brand planning methodologies, exemplified by 'branding planning in five days'.

# Practical steps for effective brand planning

Commencing brand planning early and viewing it as an opportunity for strategic alignment, rather than a chore, is crucial for success. It is also important to understand the purpose of branding planning, which extends beyond budget acquisition to its role as a strategic tool guiding decision-making across the organisation.

With the correct mindset, a brand plan can engage the organisation and inspire teams to achieve greatness.



## Looking ahead

In navigating the challenges and opportunities within the pharmaceutical industry, brand planning emerges as a pivotal factor. Recognising and addressing current hurdles, capitalising on strengths and embracing future trends are key to unlocking the full potential of brand planning.

As the industry continues to evolve, strategic brand planning becomes a driving force, ensuring pharmaceutical companies not only survive but thrive in this dynamic market.

If you would like to watch the webinar in full, click here:

## Get in touch

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