

Reprint

Emotions, Focus and Storytelling: How Cialis is Challenging Viagra

By Neville Dickson

Step right up ladies and gentlemen! Who wants to challenge the reigning heavy weight champion of the pharmaceutical world? This is a tough call for any new product, in any category.

So who wants to go head-to-head with Viagra? The ultimate pharmaceutical mega-brand: a blockbuster drug, with a superbly executed global campaign, an urban legend. According to Blair Waite, Viagra is now the world's 2nd most recognized brand name, after Coca Cola.

You would have to be crazy.

Speaking at EyeforPharma's "Successful Product Branding in Pharma" conference in London, UK on 23 March, 2004, Blair Waite, Brand Manager, Global Marketing for Eli Lilly and Co., told how they rose to the challenge.

Waite doesn't look crazy. Not brash, not even over-confident. Just exceptionally competent, in an almost understated manner that just adds to his credibility. So do the sales figures.

Strike one, strike two ... home run!

The branding effort started four years ago, and Cialis only went to market last year. Even with three years preparation, there remains much to do, says Waite. The inevitable turnover in staff roles during this period means that there is a constant need to keep the brand alive and vigorous.

The way Waite tells it, they were two strikes down and the bases were loaded. No, it's not drastically more effective; no, its side effect profile isn't significantly better; no, you can't take it with nitrates. Oh, and the only real functional differentiator: the long half life - doctors hate that. Wait a minute, was that three strikes or four?

But Waite's emotional insights research paid off. The trial patients loved the product, they didn't want to stop. Why? The extended period of effectiveness gave them back their spontaneity, their intimacy, instead of having to worry about when to take the (little blue) pill and how long

before it wore off. And doctors listen to their patients.

Recent head-to-head clinical studies have indicated that patients prefer Cialis. One study published in European Urology that showed that 73 percent of men preferred Cialis to Viagra for treatment of their ED after receiving treatment with both products (see Von Keitz, A. *et al*). Another independent head-to-head trial (*What Patients Prefer and Why - Sildenafil (Viagra) vs. Tadalafil (Cialis) vs. Vardenafil (Levitra) in a Post-Launch Real-Life Setting*, Symposium presented at 6th European Society for Sexual Medicine, Istanbul, Turkey 16th-19th November 2003) also showed patient preference for Cialis over both Levitra and Viagra. In this study of 222 participants, 44 percent preferred Cialis, 32 percent Levitra and 14 percent Viagra. Of those who preferred Cialis, 96% chose it because of how long Cialis worked. The 10 percent of patients who expressed no preference amongst the trial drugs responded poorly to all three treatments.

The beauty of this is that the patient benefit is clearly derived from the (only) unique functional differentiator. The reps have a wonderfully simple story to tell. And it works! Sales in Europe are catching up with Viagra (see CHART).

WW Market share – the big study			
Country	Cialis	Viagra	Levitra
Germany	29%	53%	18%
Brazil	25%	68%	7%
Italy	29%	57%	14%
Korea	43%	45%	12%
UK	17%	78%	5%
France	38%	52%	11%
Saudi	47%	53%	-
Australia	40%	52%	8%

Source: IMS Health. IMS MIDAS, Copyright, Jan. 2003

After only three months on the U.S. market, Cialis has already captured a significant share of new prescriptions, edging out Levitra®, (which was

launched five months earlier) and eroding the market share for Viagra®. For the week ending March 12, Cialis captured 18.1 percent of new prescriptions compared to Levitra's 15.4 percent, which still leaves 66.5% for Viagra et al.

Global conception, global input, local implementation

Waite involved country-specific marketing managers in the process from the outset, and allowed them sufficient flexibility to implement the campaign locally within firm guidelines. The brand name, the logo, the colors and the formats are the same everywhere. But the imagery is local. Local initiatives were tested against defined criteria: Is it warm? Where is it on the male/female perception scale? "Keep it masculine, but not macho" was the message. Be Sean Connery, not Arnold Schwarzenegger.

How do reps extend the branding?

Branding is the storyteller, says Waite. Doctors are consumers, too. After the evidence is established, their decisions are made emotionally. Many of them are themselves in the 40 – 55 year old target market for erectile dysfunction drugs. If they aren't already sufferers, they generally have strong empathy for those who are.

You've seen them slug it out at the Super Bowl. Watch those sales figures to see who's on top, now.

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Experts Consulted and/or Cited In Articles

The following experts were mentioned or consulted in the preparation of articles for this issue.

- **Blair Waite**, Brand Manager, Global Marketing for Eli Lilly and Co., waite_blair@lilly.com

Resource List

The following resources were consulted in the preparation of this issue or cited within this issue.

- Von Keitz, A. *et al.* A Multicenter, Randomized, Double-Blind, Crossover Study to Evaluate Patient Preference between Tadalafil and Sildenafil. *European Urology* (Vol. 45, issue 4).
- What Patients Prefer and Why - Sildenafil (Viagra) vs. Tadalafil (Cialis) vs. Vardenafil (Levitra) in a Post-Launch Real-Life Setting, Symposium presented at 6th European Society for Sexual Medicine. Istanbul, Turkey 16th-19th November 2003.

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