

# Learning from Experience



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*The Canadian Pharmaceutical Marketing Program provides participants with a perspective on the current challenges and best practices for designing and implementing successful brand strategies in today's marketplace. Core to the design of courses in the Program is the involvement of senior industry faculty speakers sharing their experiences and knowledge. It is through their insights that the participants gain "real world learning." This column will feature the faculty speakers' experiences through their topic discussions and the questions posed by participants.*

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**Q** Often there can be a "bigger is better" mentality when developing marketing plans. What exactly is guerrilla marketing and what benefits can be derived by employing this type of strategy?

**A** If you are lucky enough to be in a position to work on a blockbuster product, with a blockbuster marketing budget, you will know the luxury of using multiple mediums to deliver your brand message to a broad base of customers. However, blockbuster products are becoming fewer and farther between. As a result, pharmaceutical companies are being forced to take a much more strategic approach to marketing smaller products to more targeted audiences. Bigger does not always mean better when it comes to marketing campaigns.

## Guerrilla marketing

A simple Google search for the term **guerrilla marketing** reveals a vast amount of information. Some common definitions are:

- "Achieving conventional goals, with unconventional methods"
- "Allows small companies to flourish in the land of giants"
- "Attempts to reduce the size of the battleground in order to achieve a superiority of force"

The concept of guerrilla marketing is not new and is certainly not unique to the pharmaceutical industry. Boutique hotels have used it successfully in key markets to compete against the larger chains. Apple computer uses it to compete against the giants in the PC market. The benefits of employing this type of strategy can be significant. If done properly, you can enter a competitive market against much larger players and can carve out a reasonable market share.

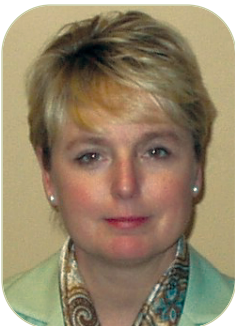
**Q** Based upon your experience with Chronovera®, what do you see as the critical factors for success when implementing a guerrilla marketing strategy?

- A**
- Define your niche market
    - Geography
    - Patient type
    - Customer type
    - Size (don't go too large [*i.e.*, “big fish—small pond”])
  - Leverage a unique element of your product offering
    - Offer the customer something your competitor cannot
  - Be quicker than your competition
    - Guerrillas are quick, nimble and make fast decisions
  - Make sure your customers feel they are part of something unique
    - They should feel special, as if they are part of a unique group
  - Brand your campaign!
    - Ensure you have a branded internal campaign to complement your external campaign!
    - Using a branded theme to communicate to employees, especially the sales force, is often as important as your external communication campaign **CPM**

*This opportunity to Learn From Experience is based on a presentation by Ron Clark entitled **Guerrilla Marketing: A Targeted Approach** to the participants at the Humber **Marketing Pharmaceuticals in Canada Program**, run in partnership with Pangaea Development and Training. For information on these programs, call (416) 675-6622 ext. 4541.*

## Announcement

### Judy Robertson joins Novartis Pharmaceuticals, USA



Judy Robertson,  
Novartis  
Pharmaceuticals  
Corporation, USA

Judy Robertson has joined Novartis Pharmaceuticals Corporation, USA, as Vice President, Respiratory/Dermatology Business Franchise. Judy will have overall responsibility for the entire P&L of the franchise. She will focus on strengthening the company's leadership position in dermatology. On the respiratory side of the business, Judy will continue to drive the growth of Xolair, successfully complete the integration of TOBI, the cystic fibrosis treatment acquired from the Chiron integration; and position Novartis to realize a leading respiratory portfolio with a pipeline of new products for the treatments of asthma and chronic obstructive pulmonary disease.

Judy has brought a depth of industry experience to Novartis in general management, marketing and sales. Judy was formerly from Bristol-Myers Squibb (BMS), where she was the General Manager for Canada since 2004. Prior to that, Judy was Vice President, Plavix Marketing in the US. In addition, Judy has held various positions in sales, sales management, marketing and strategic planning at BMS and Searle, both in the US and in Canada.

