

AttrAct

THE RESULTS OF OUR WORK

CASE

AbZ-Pharma



a brand from
teva



AbZ-Pharma
 –
 From
pure function to
emotional
significance.



1
 Initial Situation
 P 4
 Despite many activities that go beyond the pure benefits of safe and inexpensive medicines and deliver real added value, it was still not possible to solidify a positive prejudice in the minds of PTAs, customers, and stakeholders.

2
 Challenges
 P 6
 At the start of the project in 2016, *AbZ-Pharma* was confronted with three central challenges:
 Three central challenges:

- lack of emotional significance
- poor communication
- lack of relevance/attractiveness

3
 Solution
 P 8
AbZ-Pharma, has gained clarity in four steps to its own brand:

- Brand Core Values
- Brand Positioning
- One Word Equity
- Brand Rules

4
 Implementation
 P 10
 The strategic insights were made tangible and perceptible with the help of the *BrandTrust implementation tools*.

5
 The Result
 P 12
AbZ-Pharma was able to achieve measurable success through consistent brand management. Strategic focus, perseverance in implementation and enthusiastic employees were the foundation for the project's success.

Großes Herz. Kleiner Preis. Immer mittendrin.

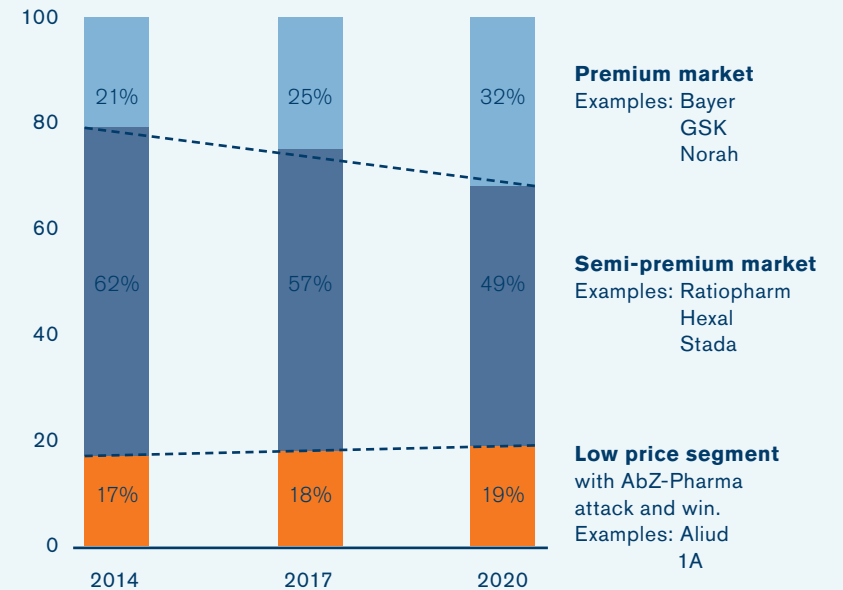
1

Initial Situation

Founded as the "little sister" of ratiopharm at Merckle GmbH in 1993, **AbZ-Pharma** has been one of the lowest-priced suppliers in the generics industry from the very beginning. In many years of cooperation with a Berlin agency, **AbZ-Pharma** has become the rebel of the industry. Different, pink, bold, charming - With charming direct marketing campaigns and easy-to-understand knowledge transfer, **AbZ** brings humor and lightness into the everyday life of pharmacy staff. Despite many activities that go beyond the mere benefit of safe and inexpensive pharmaceuticals and deliver real added value, there has not yet been sufficient success in identifying suitable trends and bree-

ding grounds to solidify a positive prejudice in the minds of PTAs, customers, and stakeholders. **AbZ-Pharma** was trapped in a slumber, received no attention, and its raison d'être was questioned.

To change this, the cooperation with **BrandTrust** began at the end of 2016.



AbZ supported Merckle's generic brand structure and the cost-sensitive market in the low-price segment.

2

Challenges

AbZ-Pharma faced three key challenges at the start of the project in 2016. Firstly, despite numerous activities exceeding the product benefits, *AbZ-Pharma* failed in creating a positive prejudice in the minds of the stakeholders and in increasing the attractiveness of the brand. In addition has not yet managed to establish itself in the market as a credible digital pioneer in a game-changing way or to find breeding grounds for trends.

Additionally, there was a lack of clarity, such as in the form of contributions, and when it came to specific engagements with the concerns of its target groups.



Together we posed the following question

How, when and for which target groups can AbZ-Pharma generate relevance and increase the brand's appeal in order to be successful in the future?

3

Solution



AbZ-Pharma has gained clarity on its own brand in four steps:

- Brand Core Values
- Brand Positioning
- One Word Equity
- Brand Rules

Brand strategy as a means of directing the type and content of communication (analog and digital), acting and leading in line with the brand in an effective culture, strengthening the business through better process systems, more efficient marketing and sales initiatives, more targeted handling of the relevant markets and target groups, and optimized interaction with customers and partners.

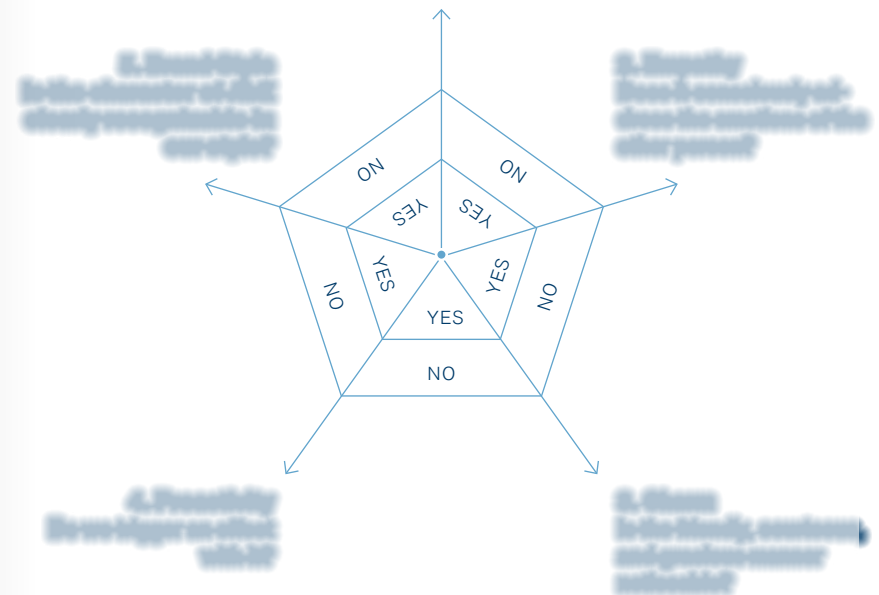
Brand Core Values



<p>No.1 Position</p> <p>AbZ is the most charming pharmaceutical brand for the relief for PTA's.</p>	<p>One Word Equity-Relieving</p>
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Brand Rules

1. Relieving
Does it make something easier?



4

Implementation



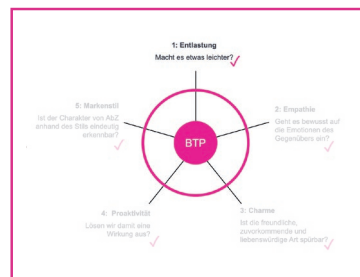
The strategic insights were made perceptible and tangible in their entirety with the help of the *BrandTrust implementation tools*.

Customer-Journey-Management

We identified and analyzed the most important customer journeys and optimized them in line with the brand.

Brand-Touchpoint-Management

We have identified and analyzed the most important brand touch points and optimized them in line with the brand rules.



Marketing- and Sales Support

We supported the incorporation of brand strategy into communications and sales to both internal and external stakeholders.

Brand-Centric-Leadership

We have empowered executives to exemplify the brand and establish a value-centered leadership culture.

Brand Value Proposition

We have defined the value propositions individually and tailor-made for the different customer groups.

"This allows us to learn about trends from everyday pharmacy life and further develop the brand with and for PTAs."

Andreas Bais at the VISION.A Award. 5 years ago, the PTA Council was founded with already more than 400 PTAs.





5

The Result

AbZ-Pharma was able to achieve measurable success through consistent brand management. The consolidation and clarity of the brand, the perseverance in the implementation of the brand strategy and the enthusiastic employees were the foundation for the success of the project.

Strategic Focus

The brand strategy was seen as an integral part of other sub-strategies, enabling the overall business performance to be optimized.

Enthusiastic Customers

The application of the brand strategy resulted in a consistent brand experience at all points of contact that addresses and excites customers.

Proud Employees:

The work on the brand, as well as the tangible successes associated with it, have fused the AbZ team into a mutually supportive and proud unit that works enthusiastically toward a common goal.



Gold

VISION.A AWARD for effective communication strategies 2018



+750 %

Customer growth
2017 – 2019

+51,5 %

Net sales
2017 – 2019



+35 %

Packaging units
2017 – 2019

*Fastest growing
A-company in
Germany*

ABOUT BRANDTRUST



BrandTrust is the leading management consulting for effective brands

From our deep brand understanding and experience from over 1,000 brand strategy projects in the last 14 years, we enable our clients to see their brand through different eyes and thus unlock undiscovered business potential. We help companies turn peak performances into great brands and show ways to succeed in growing meaningfully in saturated markets. This can only succeed if the value of a service is brought to the customer's perception via the brand contact points and value appreciation is created.



+49 (0) 911 / 9 33 57-80



info@brand-trust.de



brand-trust.de