

# Brand Builder

Brand Launch  
Research Program

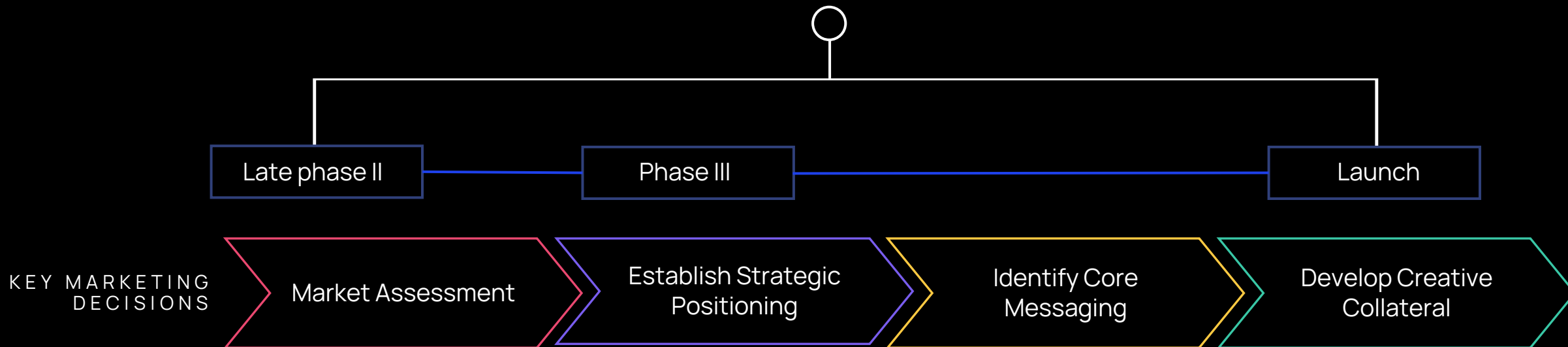
 **ZOOMRX**



# Brand Builder offers *comprehensive* launch research

Brand Builder provides you with the market insights necessary to support key marketing decisions throughout the clinical development process.

## Our Comprehensive Solution



# PHYCURE™ framework for biotech brands

Successful biotech brands know their **PHYCURE strategy**.  
Brand builder provides **comprehensive insights** to power PHYCURE brand strategy



# We answer key questions in the launch process

Within our branding framework, there are a number of critical questions that you need to answer to support a successful brand launch.



## Competitive Landscape

- Fit in treatment algorithm?
- Rx drivers vs. Table-stakes attributes?
- Differentiators vs. Competitors?



## Target Audience

- Treatment flow and decision process?
- Most common rx triggers?
- Psycho- and demographic profile?



## Unmet Needs

- Emotional and aspirational needs?
- Functional and lifestyle needs?
- Clinical needs and outcomes?



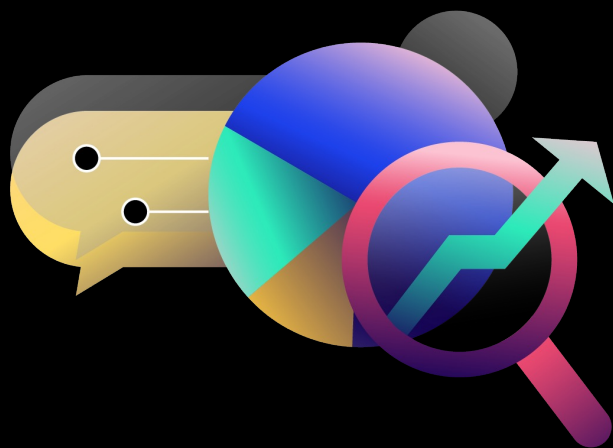
## Emotional Benefits

- Brand character and personality?
- Differentiated value proposition?
- Core clinical messages?

Prior to launch, you should have **confident answers** to your critical questions.

**Our process enables you to do just that.**

# Our diagnostic approach provides you with a *customized process*



We know that no two brands are alike. Like people, each brand has its own **unique personality**.

Our diagnostic approach analyzes your brand across five key dimensions. We **customize** our research launch program based on your **brand's unique character**.



## Competitive context

- First in class
- Next generation
- New entry in established class



## Audience

- Specialist-centric
- Primary care-centric
- Patient-centric
- Payer-centric



## Unmet needs

- Emotion-driven
- Function-driven
- Outcomes-driven



## Messaging

- Efficacy-focus
- Safety-focus
- Convenience-focus
- Value-focus



## Revenue potential

- Higher potential
- Moderate potential
- Lower potential

# Why Brand Builder?

Unlike traditional market research services, Brand Builder offers facilitated discovery and decision making that is complete, customized and consultative.

## Traditional Market Research

### LIMITED

Most solutions focus only on one small part of a brand's lifecycle.

### COOKIE-CUTTER

Prioritizing quantity over quality, research vendors offer a one-size-fits-all approach

### REACTIVE

Typical services offer little flexibility or adaptations to changing circumstances

## Brand Builder

### COMPLETE

An integrated program that combines qualitative and quantitative methods to support progress from mid-Phase III through post-launch.

### CUSTOMIZED

Includes a diagnostic evaluation and a modular framework that enables us to tailor the research program to your brand and your budget.

### CONSULTATIVE

Rather than simply gathering insights, we place insights into a strategic context and work collaboratively to optimize launch



**Get in touch**

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