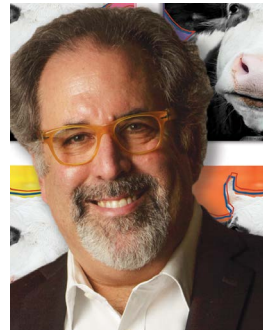


# Maximize Brand Health



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Constantly asking “what if?” should be at the forefront of how one markets.

**I**n today’s complex healthcare marketplace, brands continue to be a potent force. Brands, among other things, are vehicles for engagement, creating strong connections between businesses and the people they serve.

When brands are vibrant and alive, businesses flourish. By maximizing brand health, marketers are able to deliver the kind of power-

ful business impact they need to influence their customers and potential customers.

Given the significant challenges being faced by life-sciences companies, brand nourishment requires strategic thinking of the highest order. Strategic acumen should continually be honed over many years of accumulated real-world experience, across a wide span of client engagements, and in a diverse range of

categories. Marketers should be able to track and identify the healthcare landscape changes that affect strategy — enabling them to deliver more effective solutions. A strong foundation supports all of the critical work done. A company’s culture should emphasize the constant genesis of new ideas to drive brand growth. There are six factors marketers need to consider when asking “what if.” <sup>PV</sup>

## Market Analysis

Develop a deep and comprehensive understanding of the product, category, and all stakeholders. Include a rigorous competitive assessment. Reveal critical unmet needs and market opportunities.

## Positioning

Situate your brand in the minds of (potential) customers. Precisely define the right strategic messaging that will most powerfully resonate with and activate specific customer segments.

## ROI Analysis

Measurement matters. Constantly assess marketing initiatives in terms of relevant metrics and in-market performance. And, based on that feedback, all thinking and materials are subjected to continuous improvement.

## Tactical Executions

Develop the art and science of effective message delivery. Create the most innovative and compelling programs and initiatives, all strategically aligned. And utilize the most validated online and offline channels to get your message heard.

## Strategy

Formulate deep market and customer insights into powerful plans of attack. Establish the strategic framework — in a clear and systematic way — for all downstream marketing initiatives.

## Creative

Skillfully combine verbal and visual elements into brand expressions that deliver maximum impact and engagement. Invoke both the heart and mind to create executorial magic that captivates your audiences and, thereby, moves the needle.

*Calcium is a full-service, independent healthcare advertising agency, offering strategic and creative firepower with robust in-house digital capabilities. At Calcium, clients benefit from big agency talent and support without the big agency bureaucracy. This means the agency’s talent and energies are focused on delivering various forms of brand nourishment that make businesses thrive... Let’s build something strong together. [www.CalciumUSA.com](http://www.CalciumUSA.com)*

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# Moove over

little dogie. There's an agency in town that's got just the right formula to thrive in today's complex healthcare environment. We have rich, nourishing insights, ideas, and initiatives that compel attention, stimulate action, and drive growth. Is your brand or business hungry for a positive change? Get a taste of Calcium. You'll find our 'hands on,' nonbureaucratic approach to be refreshingly effective. Let's build something strong together. Contact

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BRAND NOURISHMENT

