

**Nautilus
Life Science**



***Life Science Consulting
with
Competence, Experience & Passion***

Premium Consulting in four Critical Business Areas



**Nautilus
Life Science**



**Nautilus Life Science
Marketing Consulting**



**Nautilus Life Science
Launch Readiness**



**Nautilus Life Science
Portfolio Excellence**



**Nautilus Life Science
Epidemiology & Market Access**

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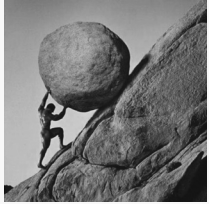
Marketing_xcellence



Challenges & Opportunities: Setting up a competitive Marketing Campaign

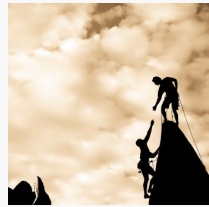


Challenges:



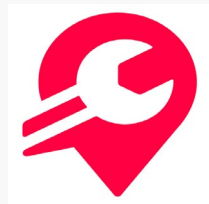
- *Complexity of innovative & competitive Marketing Campaigns bears permanent risk of „things getting lost or delayed“ due to lack of personnel resources*
- *Increasing amount of time of Marketeers consumed by compliance tasks and other legal requirements, leaving less time for “the business part”*

Opportunities:



- *Implementing a competitive, effective & cost-efficient Marketing Campaign, delivering clear segment-specific Key Messages into defined Target Segments*
- *Create a strong Brand Image based on in-depth Market- & Customer Insights, differentiating Positioning, consistent Key Messages through Multichannel approach and competitive Reach & Frequency*

Our Solutions:



- *Marketing_{xcellence} concept, providing structured Processes & Tool Box to cover all relevant aspects of Marketing Campaign-Planning & -Implementation*
- *Our hands-on experience in leading & supporting numerous successful Marketing Campaigns – and based on own extensive Operating Business experience*



Marketing_{Xcellence} : What is it?

Marketing_{Xcellence} is a set of structured Tools & Processes to address relevant Key Business Questions and supports the implementation of all relevant areas of competitive Marketing Campaigns.

M_x aligns Marketeers with different backgrounds „to do“ Marketing in a consistent way.

Marketing_{Xcellence} is based on 4 elements:

- **M_x Operating Principles:** define the major steps for planning & implementing competitive Marketing Campaigns
- **Key Business Questions:** selection of relevant Questions-to-be-answered for your specific Marketing Campaign
- **M_x Priorities:** selected specific areas which are necessary to be worked-out for preparation of a successful & competitive Marketing Campaign
- **M_x Toolbox:** set of hands-on Tools & Processes to identify the answers to the “Key Business Questions” and to guide content production and campaign implementation



M_x Toolbox: Structured Tools & Processes for your Marketing Campaign

The M_x Toolbox provides hands-on Tools & structured Processes to work on the M_x Priorities

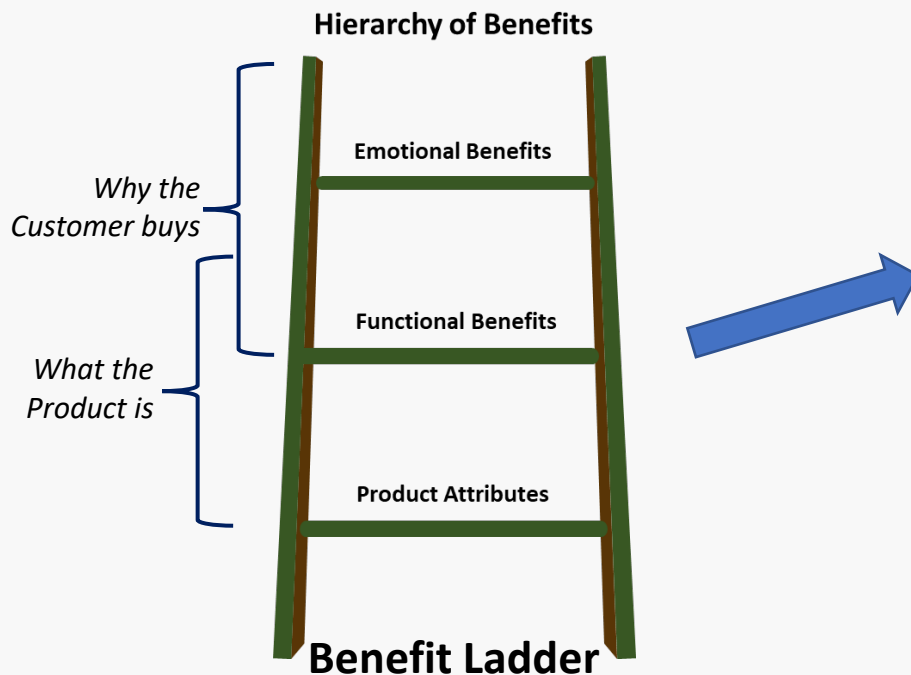


- Market- & Customer- & Competitor Insights
- Brand Strategy & Market Entry Strategy
- Benefit Ladder & Unique Selling Points (USPs)
- Positioning & Key Messages
- Communication- & Key Message Platform
- Competitive Value Fields (CVFs)
- Customer Journey & Buying Process
- Customer- & Account Mapping
- Segmentation & Targeting (S&T)

- eBusiness & Multichannel Marketing Mix
- Go-to-Market Model Design (GtM)
- Sales Force Strategy & CRM
- Key Account Management
- Commercial Forecasting & Scenario Modelling
- Internal & External Benchmarking
- Brand- / Launch Planning
- Implementation Dashboards

M_x Toolbox: Identify the Benefit Ladder & set your Positioning Statement

The Benefit Ladder is a structured process which defines hierarchies of benefits, translating product characteristics into functional & emotional benefits for the customer (reasons to buy), fleshing out differentiating features and Unique Selling Points and feeding into the Positioning Statement



Key Messages need to address:

- Customer Needs & Emotional Benefits
- Differentiating Features & USPs
- Reasons to Believe

tailored to each specific Target Customer Segment & expressing the underlying Positioning Statement



Positioning Statement

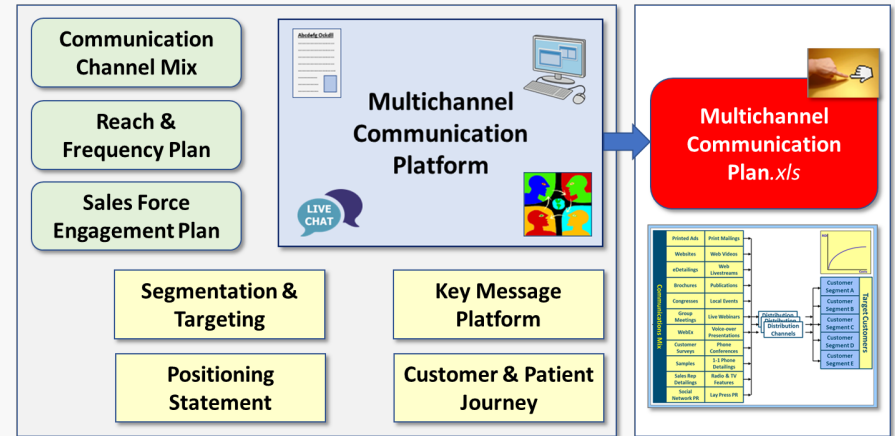
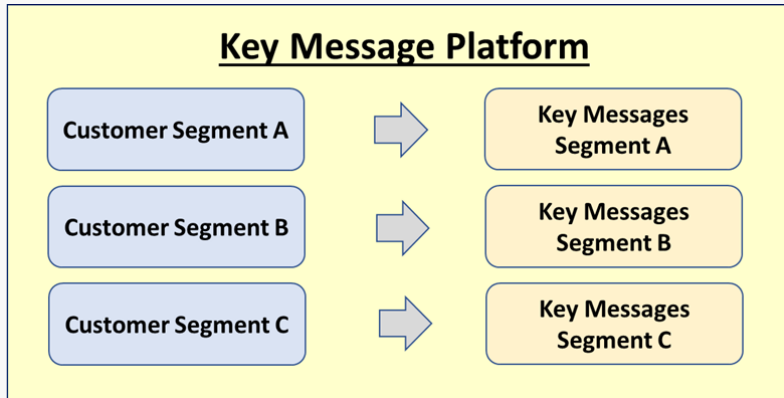
The Positioning Statement is created through a structured group exercise, condensing

- what the product is
- for whom it is
- to be used instead of ...
- reasons to believe

and feeding into the external Key Messages to Target Customer Segments

M_x Toolbox: Set up your Key Messages & Multichannel Communication Platform

The Key Message Platform is a set of Key Messages tailored to specific Target Customer Segments, addressing their specific Unmet Needs, Motivations & Barriers



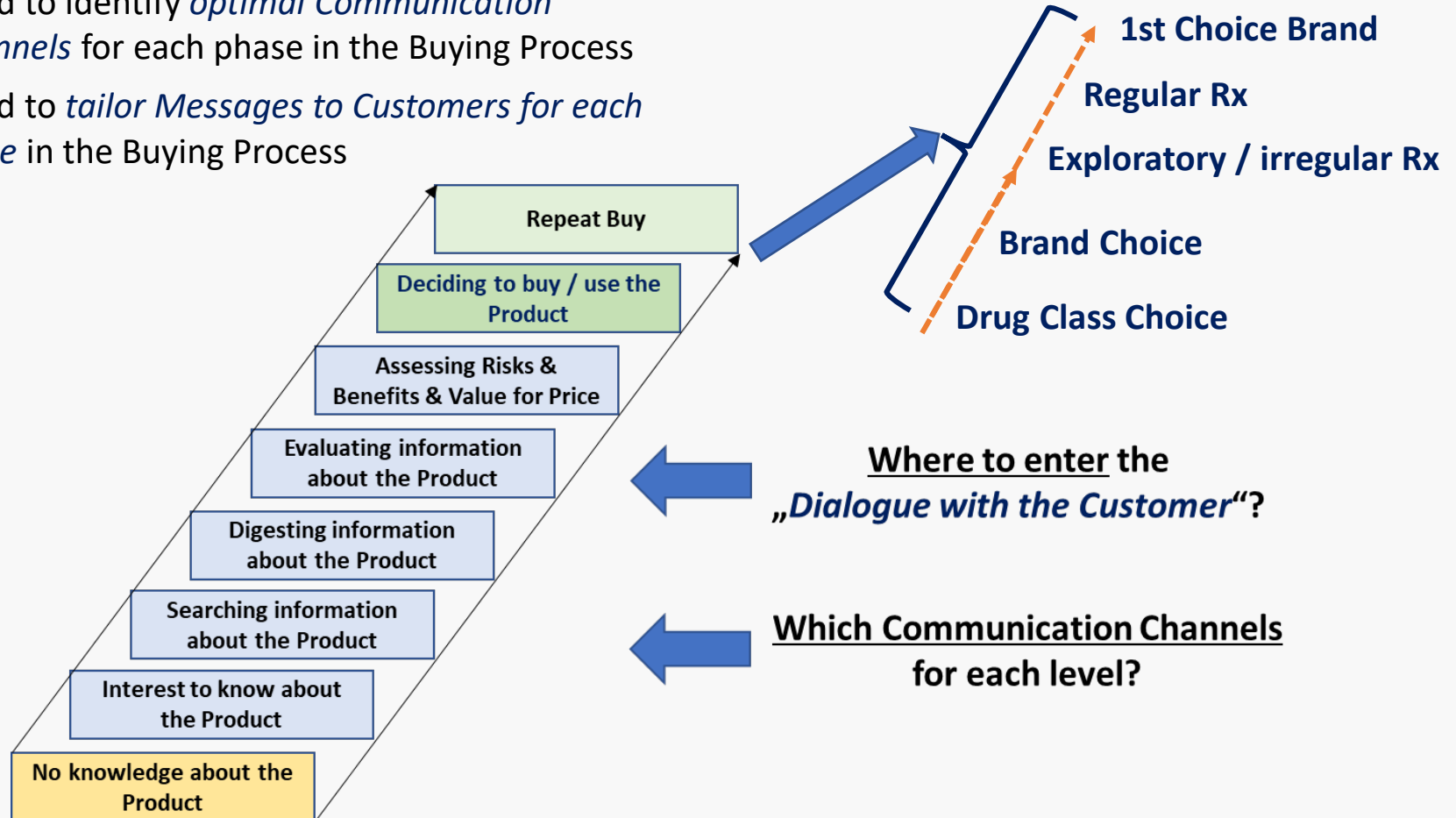
The Multichannel Communication Platform is based on Positioning Statement, Key Messages and the Segmentation & Targeting Model, integrating

- tailored & effective Communication Channel Mix
- required Reach & Frequency to Target Segments
- Sales Force Engagement Plan

The Operational Multichannel Communication Plan is captured in a structured .xls-format with visual output for Implementation Planning & -Tracking and Budget Control

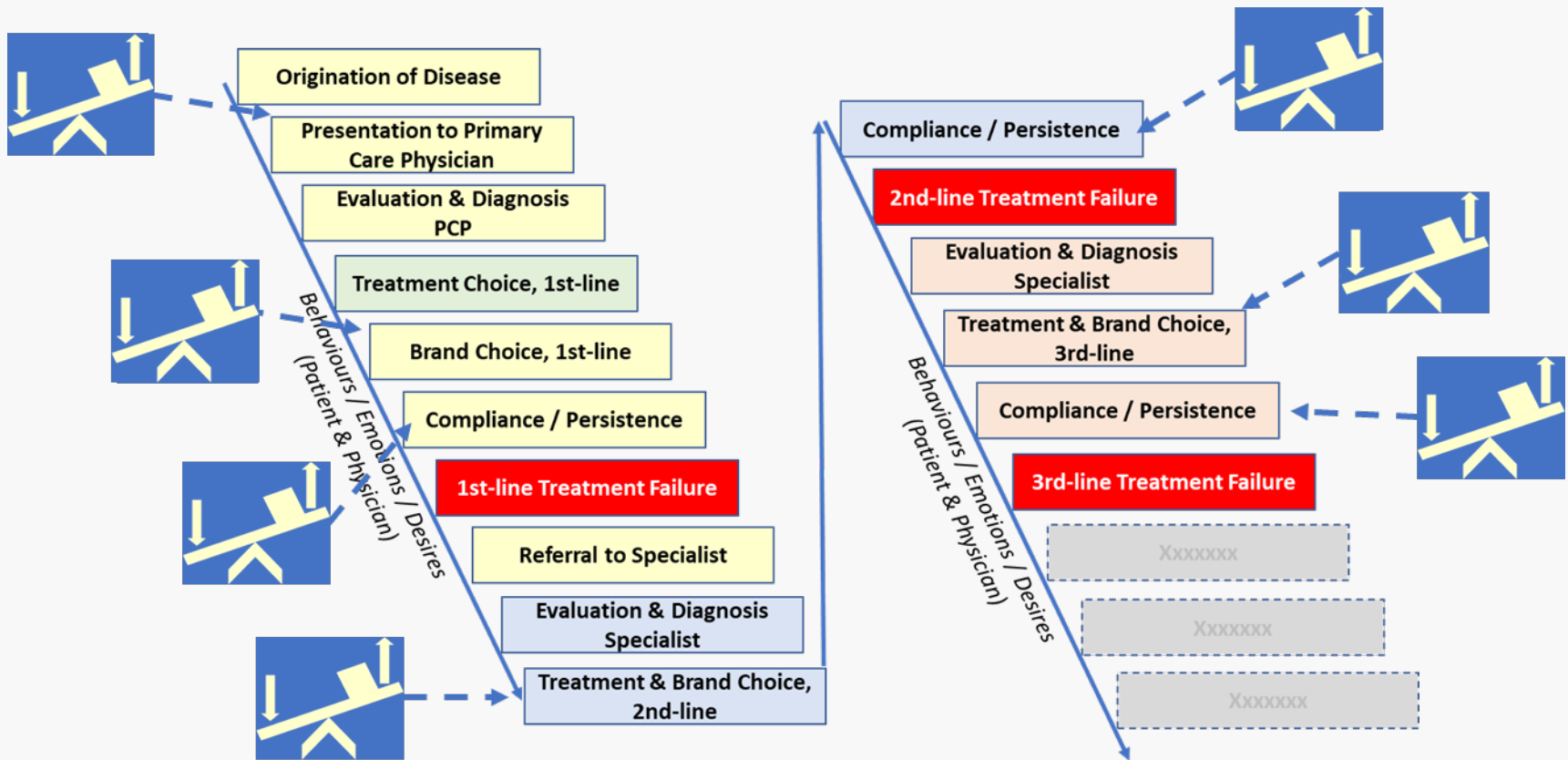
M_x Toolbox: Achieve in-depth understanding of the Buying Process

- Need for in-depth *understanding of the complexity* of the Buying process
- Need to identify *optimal Communication Channels* for each phase in the Buying Process
- Need to *tailor Messages to Customers for each stage* in the Buying Process

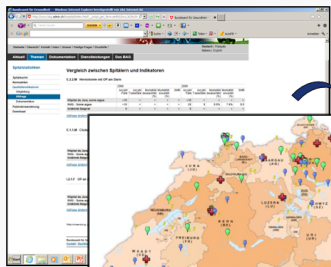


M_x Toolbox: identifying Customer- & Patient Journey & Leverage Points

Identify the (sequence of) Leverage Points in the Customer-/Patient Journey where your Product has the strongest Value Proposition & strongest Competitive Position



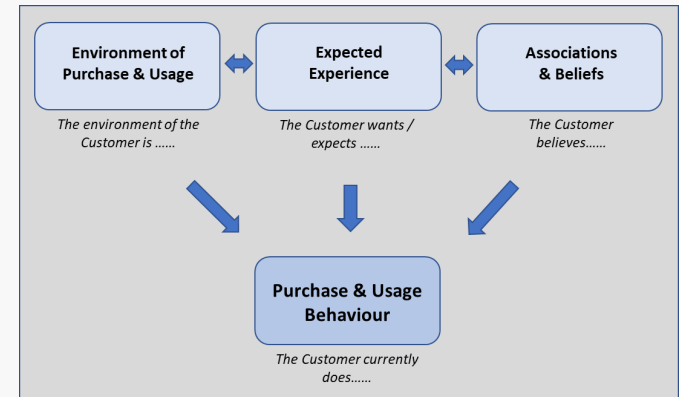
M_x Toolbox: Segmentation & Targeting for precise Marketing & Sales Campaigns



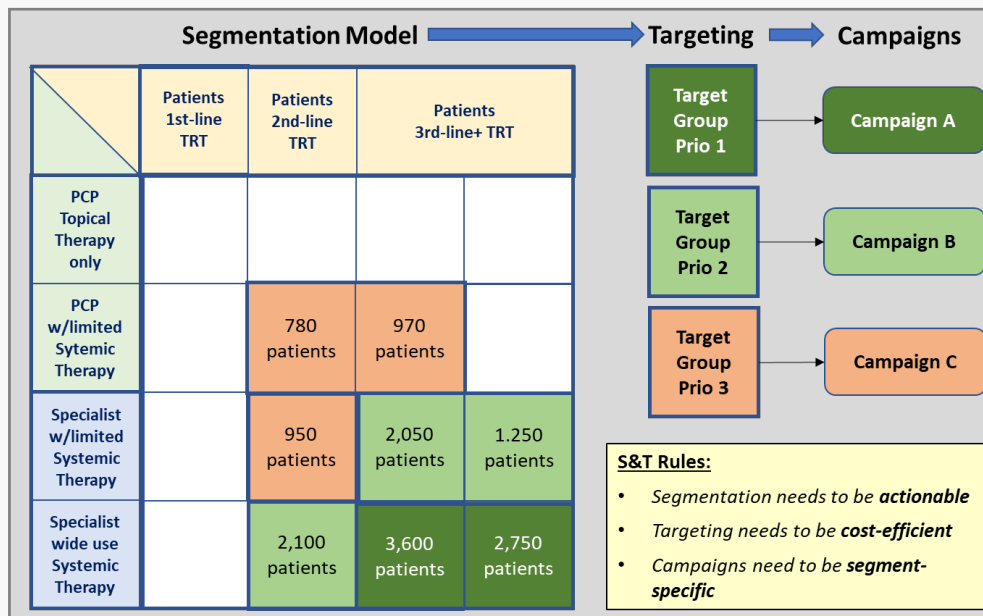
Quantitative Mapping of Customers & Accounts, Patient-numbers by Treatment Line

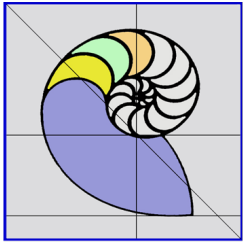
	1st-line TRT	2nd-line TRT	3rd-line+ TRT	1st-line TRT	2nd-line TRT	3rd-line+ TRT
1st-line TRT	1	0	0	0	0	0
2nd-line TRT	1	0	0	0	0	0
3rd-line+ TRT	0	25	13	5		
1st-line TRT	1	4	17	32		
2nd-line TRT	0	1	1	1		
3rd-line+ TRT	0	4	15	20		

- Mapping
- Analysis
- Segmentation
- Targeting



Customer- & Patient Attitudes & Behaviors, Motivations & Barriers





Nautilus Life Science



*Thomas Berthold, PhD
Principal*

Contact:

Thomas Berthold, PhD
Nautilus Life Science
8983 Milestone Drive
Sarasota, FL 34238, USA

Mobile: +1 (941) 278-6304

Email: tberthold@nautilus-lifescience.com

Website: www.nautilus-lifescience.com



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