

**DIFFERENT MARKETING STRATEGY FOR OTC AND BRANDED  
DRUG: A SYSTEMATIC REVIEW**

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**ABSTRACT**

Marketing mix are tools to feed value to target followership by understanding the factual request characteristics, without understanding the implicit client and having detailed information the immolation won't match the client demand and the sweats of the marketer won't be capitalised to succeed in request. Marketer need to understand the commerce micro details with the help of colorful tools available STP, Approach and consequently produce the immolation which will be right fit for the request. In this paper experimenter attempt to study the marketing mix of named pharma companies and also try to figure it out what all difference the marketer tries to apply for different set of product tradition products and OTC Products, experimenter has used a description exploration design to execute the exploration in further systematized ways with sample size 1026 by using non-probability slice system to infer the croaker's perspective for marketing blend espoused by named pharmaceutical companies. The

finding of the studies revolves around the Marketing strategies stationed by the marketer which at the end of the day encountered by the croaker and how these strategies and operations are salutary for companies to separate the different plan of action to feed the target followership in better way, The study attempts to clarify that the croake, druggist and medical representative play pivotal part in complimenting the deals of the pharma product whether it could be tradition products and OTC, colorful dimension have been coved in this study. The study covers marketing strategy and branding aspects of named pharmaceutical companies.

**KEYWORDS;** Branding, Chemist, Marketing strategy, Medical representative, Physician, Prescription and OTC products.

## 1. INTRODUCTION

### I. OTC Drugs

Over-the-counter (OTC) medicines are those that can be sold directly to people without a prescription. OTC medicines treat a variety of illnesses and their symptoms including pain, coughs and colds, diarrhea, constipation, acne and others. In several European countries, the retail pharmacy sector is going through turbulent times. The intensified competitive climate and prevalence of third-party reimbursement schemes, along with changes in customer purchasing patterns, impose great challenges to traditional retail pharmacies.<sup>[1]</sup> Online information has improved the awareness. Consumers of drugs prescribed by doctors rarely deal with pharmaceutical industry. In addition, for the most part consumers have very little knowledge, or motivation to know more about them. One major factor that may influence consumers association for pharmaceutical companies is a general attitude towards all types of medications. When it comes to over the counter (OTC) medicines.<sup>[2]</sup>

Due to the steady influx of new businesses, the over-the-counter medicine industry is getting visibly congested, giving consumers more options. OTC (over-the-counter) marketing is rapidly growing. As health care costs continue to rise, more and more Customers are making decisions about "self-medication." The market is growing because of positive legislation, the amount of medications on the market and the number of customers switching from prescription to over-the-counter. Manufacturers and retailers of over-the-counter medications are embracing numerous online offline resources to better comprehend customer requirements and purchasing patterns in order to market themselves. The majority of consumers use over-the-counter medications before seeing a doctor. They first treat their illnesses on their own. Before seeing a doctor, the majority of adults also decide to use over-the-counter medications to treat minor illnesses. The major players in India's over-the-counter pharmaceutical sector are Amurtanjan Health Care Limited, Sun Pharma, Cipla, P & G, Nicholas Piramal, GSK, Mankind, Himalaya Herbal and Emami.

The Indian government is interested in elevating the pharmaceutical industry to the top of the global ranking such as the quick transition from prescription to over-the-counter medications, the affordability of over-the-counter medications and customer sentiment shift to self-medication. Customers are always regarded as kings in the market, so OTC pharmaceutical

companies are making an effort to please their clients by utilizing a variety of innovative tactics.<sup>[3]</sup>

## **II. Branded drugs**

A drug sold by a drug company under a specific name or trademark and that is protected by a patent. Brand name drugs may be available by prescription. Marketing strategy is the company's overall approach to attract and convert prospects into customers. It includes the organization's value proposition, key brand messaging, demographic data and other high-level elements. A marketing strategy unites the customer journey and gives visibility to all departments. This allows the company to focus on the available resources, figuring out how to best use them to increase sales and competitive advantage. Target Audience Prior to creating a successful marketing strategy, you must identify your target demographic. Your target market will influence various crucial decisions, from branding and pricing to messaging and marketing methods.

### **A) Prescription drugs**

Prescription drugs will be drugs that are not locally accessible without a doctor's prescription. A prescription drug is a regulated medicine which is bought rarely by prescription. In India, "Rx" is widely applied as a short structure for prescription medication. Prescription-as it were pharmaceuticals are those medicines that are recorded in Schedules H and X appended to the Drug and Cosmetics Act and its Rules. Drugs documented in Schedule G (usually antihistamines) needn't bother with prescription to buy yet require the accompanying required material on the mark "Alert: It is dangerous to take this readiness besides under clinical watch".

### **B) Non-Prescription drugs**

These are drugs, which can be acquired at a drug store without the prescription of a specialist, at the drug specialist's recommendation. These are otherwise termed over the counter (OTC) drugs. OTC Drugs implies drugs lawfully permitted to be sold Over the Counter, for example, without the prescription of a Registered Medical Practitioner.

At present, non-medication licenced retailers (For example non-scientific experts) can sell a couple of medications assigned Household Remedies documented in Schedule K of the D & C Act and D & C Rule in towns whose populace is under 1,000. OTC restricted pharmaceuticals identified as Ayurvedic Medicines are extra monitored by the D & C Act

and D & C Rule. In any event, as they don't need a prescription permit, they can be sold by non-scientists. A portion of the top OTC brands in India (for example Vicks VapoRub, Amrut Anjan Demulcent, Zandu Balm, Iodex, Moov Pain Cream, Itch Guard Cream, Eno Organic product Salt, Vicks Cough Drops, Halls Lozenges and so on), are enrolled as Ayurvedic Medicines in view of their plantbased common dynamic fixings. There are no price limitations on Ayurveda Medicine.<sup>[4]</sup>

## 1. Difference Between OTC and Branded Products

**Table No. 1: Difference between OTC and branded products.**<sup>[52]</sup>

Sr. No.	Branded Products	OTC Products
1.	Protected by a patent.	Low-cost version of branded drugs
2.	Supplied by single company.	Produced by generic companies once patent expire on brand name drugs.
3.	Marketed under a brand name.	Are as safe and effective as brand drugs.
4.	Brand drugs are priced by pharmaceutical company and regulated by Federal Patented Medicine Price Review Board.	Price include manufacturing cost and rebate paid to pharmacies to stock their drugs.
5.	Prescribed by doctors.	Do not require a doctor's prescription.
6.	Bought at a pharmacy.	Bought off-shelf at a variety of stores.
7.	Intended to be used by one person.	Intended to be used by many person.

## 2. Why was this study done?

- i. Over the past ten years, US prescription drug spending has skyrocketed due to routine price hikes on older brand-name medications and higher launch pricing for new brand-name medications.
- ii. To combat excessive medicine costs, it has been suggested to encourage more "brand-brand" rivalry, which takes place between name-brand medications prescribed for the same ailment.
- iii. **Changing consumer behaviour:** Knowing how consumers are researching and buying pharmaceuticals has changed and this knowledge can help marketers develop more successful strategies.
- iv. **Impact of COVID-19:** Because the pandemic has changed how people seek health care, it is critical to modify marketing tactics to fit the present environment.

- v. **Digital transformation:** As online shopping and digital health services become more popular, conventional marketing techniques may become less successful, necessitating the use of creative ways.

### 3. Goals

- i. To research different pharmaceutical companies marketing tactics for over-the-counter medications.
- ii. To research the best-selling items in over-the-counter medicine categories.
- iii. To determine the representative's specifics in order to persuade the physician to recommend the brand
- iv. To determine the product's sampling in order to persuade the physician to recommend the brand.
- v. To determine the ongoing meeting to persuade the physician to recommend the brand.

### 4. Research methodology

#### i. For OTC drugs

In order to conduct this research study, I employed secondary data. In order to examine the marketing approach, I have gathered information for this study from a variety of published and unpublished publications, articles found on numerous websites, textbooks and other well-known periodicals. List pharmaceutical firms for over-the-counter medications.

#### ii. For branded drug

Technique provides an all-encompassing approach to researching branded medications, guaranteeing a deep comprehension of consumer behaviour and market dynamics. The following companies were chosen for the study based on their market capitalization.

The market capitalisation of a few chosen companies is at least 30,000 Cr.

**Table No. 2: Companies were chosen for the study based on their market capitalization.<sup>[4]</sup>**

Sr. No	Large cap companies	Sr. No	Large cap companies
1	Sun Pharmaceutical Industries Ltd	7.	Torrent Pharmaceuticals Ltd
2	Cipla Ltd	8.	Lupin Ltd.
3	Dr. Reddy's Laboratories Ltd	9.	Biocon Ltd
4	Apollo Hospitals Enterprise Ltd	10.	Alkem Laboratories Ltd
5	Piramal Enterprises Ltd	11.	Abbott India Ltd
6	Mankind pharma Ltd	12.	Zydus life sciences

### ➤ OTC Drugs

The terms and concepts of various over-the-counter drug types, as well as marketing concepts and strategies that will serve as OTC drug promoters, are defined in this study article. Additionally, this research paper includes a variety of marketing methods for over-the-counter products. Since product patents were introduced in India, the pharmaceutical industry is currently going through a lot of changes.

To stay up with the modern, competitive business environment, pharmaceutical businesses are constantly modifying their marketing techniques. Secondary data forms the basis of the study on OTC product marketing tactics. The Indian pharmaceutical business has seen changes in its marketing approach. When it comes to "product marketing in the pharmaceutical industry," the developments occurring in pharmaceutical corporations are extremely complex. Marketing is the process of meeting the needs and desires of consumers through a transaction.

Customers will only exchange what they value (Money) in this exchange transaction if they believe that all of their wants are being met; obviously, the more benefits offered, the higher the transactional value that an organisation may charge.<sup>[5]</sup>

Over-the-counter (OTC) or non-prescription drugs are those that people can purchase for the treatment of common conditions without a prescription from a doctor. OTC drugs offer preventive and treatment for a variety of ailments, such as musculoskeletal discomfort, headaches, the common cold, heartburn, tobacco habit and allergies.<sup>[6]</sup>

These include incorrect self-diagnosis, dose errors, long-term drug addiction, hazardous drug reactions and drug interactions.<sup>[7]</sup> The majority of individuals are ignorant of the risks connected to over-the-counter medications since they do not discuss them with a doctor.<sup>[8]</sup> Furthermore, direct-to-patient marketing enhances patient's exposure to pharmaceuticals.<sup>[9]</sup> Consequently, there is a rise in product usage when expert assistance is unavailable.<sup>[10]</sup>

OTC medication abuse for the purpose of this review is defined as the use of non-prescription medications for non-medical purposes.<sup>[11]</sup> Abuse is often intentional, unlike OTC medication misuse, which may be medication used for medical purposes but used incorrectly, for example, incorrect dosage, lack of interactions knowledge, inappropriate medication use and incorrect duration of use.<sup>[12]</sup>

## 5. Marketing Concepts of OTC Drugs

Compared to other purchases, buying health care involves more deliberate decision-making. Most consumers won't purchase a medication merely because their favourite celebrity endorsed it or they like how the pill looks. The customer's age, the pain's severity, the weight of the medication's contents and many other variables influence the purchase.

The context of OTC products is a persistent problem, in contrast to fast-moving consumer goods (FMCG), where the main focus of advertising and marketing is improving everyday living. They deal with crises rather than resolving minor issues (Small or large). It makes logical to try to convey the emotion without being overly dramatic given that these problems are related to health and body things that are valuable to everyone for instance, treating pain is a common objective for many OTC drugs.

The absence of an issue can be a central theme in marketing communication. The emotional chords of the people may be touched by an uplifting story that offers a unique form of pain relief. Furthermore, numerous studies have shown that the patient's thoughts are still somewhat influenced by how the medication works.<sup>[13]</sup>

An organisation should be able to determine the needs and desires of its customers through the efficient use of marketing strategies and attempt to meet those needs by providing benefits that will improve or add to the customers' lifestyle while also making sure that meeting these needs leads to a healthy turnover for the business arrangement.

"Marketing is the process of satisfying needs and wants through an exchange process". In this Customers will only trade what they value (Money) in an exchange transaction if they believe their requirements are being met in full. It goes without saying that an organisation can charge a higher transactional value if the benefit is greater.<sup>[14]</sup>

## 6. Marketing Strategies by OTC Companies

Any business plan of action aimed at guiding an organisation towards the accomplishment of its immediate aims and eventually, its core objectives is called a strategy. But over-the-counter medications the market and businesses are growing and prices are going up. Together with higher personal spending driven by economic expansion and easier access, to healthcare is contributing to the growth of the over-the-counter industry.



The strategy of keeping and marketing the patent expired is pointless and worthless as the prescription medicine patent in the domain expires. Consequently, a new area of OTC medication switching necessitates new viewpoint on selling over-the-counter (OTC) goods in both existing and unexplored areas. In the end, the functional approach the details of how the functional domains—marketing, operations, finance and research—should function are contained in the formulation in order to accomplish the business-level plan. Corporate strategic decisions are made regarding the transition from prescription to over-the-counter products by the CEOs, BOD and MD.

The state of the domestic business at the moment indicates that there is a enormous unrealised potential. However, there are certain performance-related challenges in the domestic markets that the industry must address. However, a lot of over-the-counter drug marketing companies have effectively used a variety of tactics to target different kinds of consumers and current consumer and business trends are posing both new problems and chances for more profitability. Utilisation of Medical representatives (MR) are used to market goods to doctors and influence people in the hierarchy of Making decisions has long been a ritual. Formulating a business plan pertaining to domain navigation and direction, or how Businesses compete in the markets that OTC Drugs marketing corporations have chosen.<sup>[15]</sup>

All of the organization's marketing objectives are combined into a single, all-inclusive plan through which the business provides value to its clients. These tactics have a significant impact on the OTC segment's growth in consumer healthcare growth of the market. But pharmaceutical companies are moving away from prescription drugs to OTC products need to be deliberately marketed from a different angle in order to as well as an unexplored market.<sup>[16]</sup>

## 7. Marketing Strategies for OTC Products

The pharmaceutical product may be operating in a small enough specified market to attract challenging generic competitors. Another possibility is that patient's and consumer's perceptions of the brand are so strong that doctor's perceptions that even after losing patent protection, the company would keep the majority of its equity. There is a trade-off between price competition and brand building when it comes to marketing tactics for prescription drugs that are up against generic alternatives.



A business may also use non-marketing tactics, such pursuing legal action to increase patent protection or strategic partnerships with generic manufacturers and can execute many tactics at the same time, resulting in a hybrid model.<sup>[17]</sup>

The pharmaceutical industry relies heavily on its innovative research molecules and when these molecules lose market share due to patent expiration, pharmaceutical companies replace their prescription drugs with OTC medication by carrying out OTC medication promotion. In order to cover the prospective market Pharmaceutical businesses used hybrid models to implement various strategies.<sup>[17]</sup>

### **I. Low price strategy**

Narrowing the price gap with Revital addresses the main problem created by the expiry of the patent that the equity of the brand can no longer sustain a large price differential with what is essentially, the same product. At the extreme, comparing the price with the generic will make doctors, pharmacists and regulators indifferent between the two and may force the weakest generic makers out of the business, given their lower economies of scale.

On the other hand, price competition invites retaliation and can quickly degenerate into a price war that would kill all the profits in the category. Another issue to be kept in mind here is that most doctors who prescribe the drug are not aware of prices. Communicating the price to the consumers is therefore an integral part of this strategy.

### **II. Divestment strategy**

This tactic entails transferring the savings to companies that are still protected by patents and eliminating all development and promotional costs after the brand starts to directly compete with Revital. This tactic results in the lowest brand levels. construction as the price and brand are not supported competition if there is no pricing advantage contested. This strategy's effectiveness hinges on the inertia of physicians, patients and the more stakeholders.

When they are not really motivated to switch to the recently released generic, either due to a lack of financial incentives, a deep bond with the brand, or the importance of when used to finance research & development, brand equity can yield high profitability, for the time being at least. Knowing that the market would be theirs once they obtain the go-ahead, one of the main disadvantages of this approach is that it incentivises generic manufacturers to contest drug patents more vigorously.<sup>[17]</sup>

### III. Value for the money

In the pharmaceutical industry, introducing new and improved flavours, packaging, or delivery systems might result in significant functional or emotional benefits for consumers. This kind of distinction improves the brand's recognition and perception, which raises its brand value. It is more challenging to pass the expenses on to the customer, though, because these advancements usually do not prolong the patent life. When consumers are up against generic competition, this method puts them ahead of the competition in terms of pricing. Furthermore, Since generics may quickly copy these advancements, they frequently have a little effect on sales while decreasing profitability.

### IV. Investment strategies for generics

**Pharmaceutical ETFs:** If looking for diversification, invest in ETFs that include large generic manufacturers and pharmaceutical companies with strong generic divisions.

### 8. Advertising and Promotion Strategies in OTC Drugs Marketing

Additionally, field personnel should be well-versed in product schemes and offers and have a positive relationship with both doctors and stores. Additionally, Field Force guarantees product availability to persuade chemists, general stores and physicians to promote their furthermore, there are some very significant operational and strategic level problems, like heightened competition and a lack of customer awareness. (physicians, merchants and wholesalers), a strong product mix and outstanding marketing techniques, but inadequate client acquisition, extremely high sales staff turnover rate, extremely expensive territory expansion expenses, the quantity and calibre of medical representatives, Busy doctors rarely have time for sales calls, there is hardly any mechanism for field sales level sales forecasting, which results in significant variations, there is no analysis of the time spent on profitable and non-profitable customers and there is no timeshare planning for building a customer base for future markets, etc. If the target market cannot properly understand the benefits of a successful product or service, it is worthless.<sup>[18]</sup>

### I. Advertising

"Any non-personal paid form of communication using any form of mass media" is the definition of advertising. Just 20% of the marketing funds allocated to the pharmaceutical business are spent on direct-to-consumer (OTC) commercials. When a 30- The business has spent months doing segmentation studies and holding multiple meetings to define the second medicine commercial that airs. millions of dollars to create a "communication target"

(Generally a woman, usually a mother and of a specific income). The market and brand of the medication.

This strategic marketing, which accounts for the remaining 86% of the costs associated with drug promotion, ought to be given at least as much consideration by lawmakers and regulators as direct-to-consumer ads. The majority of the promotion of pharmaceutical or over-the-counter goods.<sup>[19]</sup>

## **II. Sales promotion**

Short-term increases in sales of over-the-counter medications are frequently achieved through sales campaigns. Can entail utilising funds from discounts or exclusive deals. In the new formats of contemporary trade, OTC marketing firms are perceived as being increasingly involved in sale promotion.<sup>[20]</sup> It consist activities other than advertising, personal selling and public relations which are used in promoting sales of OTC drugs. Premium coupon, distribution of samples, off-price selling etc. are the few examples of sales promotion techniques applied by pharmaceutical companies.<sup>[21]</sup>

## **III. Push and Pull Strategy**

Through Push strategy the request interposers, similar as the distributors, wholesalers and retailers are offered a variety of impulses to push the OTC medicines in the health care request. Typically, in this strategy, the distributors are motivated to promote these medicines to the wholesalers, who, in turn, promote the medicines to the retailers, who eventually push the medicines to the consumers. In Pull strategy guests are motivated by medicine manufacturers to buy OTC medicines from retailers through colorful promotional programs. This strategy is more effective in strong brand identity, high brand fidelity situation.

## **IV. Personal selling**

Selling a product or service directly to a patient, doctor, or other individual as demonstrated by numerous FMCG items, direct selling ideas may be implemented in OTC marketing quite successfully.<sup>[22]</sup>

In order to market and sell non-prescription medications, salespeople engage in direct communication with prospective customers or medical professionals through personal marketing of over-the-counter (OTC) medications. Even though over-the-counter

medications are easily obtained without a prescription, personal selling can still be a powerful tool for increasing sales and cultivating brand loyalty.<sup>[23]</sup>

## V. Direct mail

Over the past decade, direct mail marketing has grown significantly, with spending now totaling \$18 billion annually, accounting for 11.8% of all advertising expenditures. This increase reflects a strategic shift by companies aiming to reach their target audiences more effectively. By investing heavily in databases containing detailed information on potential customers, such as names and addresses, businesses can create targeted lists for their campaigns. These databases, often costing thousands of dollars, allow companies to optimize their marketing efforts by reaching out to specific individuals within their desired demographic or geographic market. Direct mail's strength lies in its ability to deliver highly personalized messages, increasing the relevance of each piece of communication. When customers receive tailored advertisements, they are more likely to engage with the content, leading to higher response rates than many less targeted advertising methods. For businesses, this means that direct mail is not only an efficient use of marketing resources but also a powerful driver of potential sales growth. Personalized campaigns, crafted with unique customer data, foster a sense of direct connection with the brand, making it easier for companies to establish lasting customer relationships. In an advertising landscape increasingly dominated by digital methods, direct mail continues to stand out by offering a tactile, memorable experience that digital formats often lack. Receiving a physical piece of mail can create a stronger impression on recipients, making them more likely to remember the brand and message. This tangible quality of direct mail not only enhances engagement but also contributes to brand loyalty, as customers feel personally acknowledged and valued. By combining data-driven targeting with the impactful experience of receiving physical mail, direct mail remains a valuable and competitive tool for companies looking to make a lasting impression and drive measurable results in today's marketing environment.<sup>[24]</sup>

## 9. PLC of OTC Drugs and Marketing Strategies

A company releasing a new product or one whose product's patents are about to expire and which is nearing the end of its life cycle must have a thorough understanding of the Product Life Cycle (PLC). It assists a company in better managing the risk of introducing a new product, converting existing products, or moving existing products to a different category.

Typically do by pharmaceutical companies, while also optimising the potential sales and profits throughout the life cycle of the product.

Pharmaceutical products have four characteristics in common, according to the PLC of an over-the-counter product they have a limited lifespan their sales go through several distinct stages, each with unique opportunities, challenges and characteristics their profits fluctuate throughout these stages and the strategies that are needed for manufacturing, marketing, purchasing, human resources and finances vary depending on the stage of the life cycle. Even while a product's life cycle generally follows a bell-shaped pattern, this pattern might change based on the particulars of each product.

### **The typical PLC consists of five major stages are Product Development**

1. Introduction;
2. Growth;
3. Maturity
4. Decline.

#### **1. Stage of introduction**

There is no pressure to make money right now. The purpose of product promotion is to raise awareness. A skimming price approach is used when there are few or no competitors for the product. There are only a few distribution channels and a limited quantity of products available.

The product is differentiated by advertising.

#### **2. Stage of growth**

Because their products are so similar, competitors are drawn to the market. Products increase in profitability and businesses merge, collaborate and acquire one another. Spending on advertising is substantial and focusses on brand development. Market share usually levels out. Participation in the market place is established through advertising.<sup>[24]</sup>

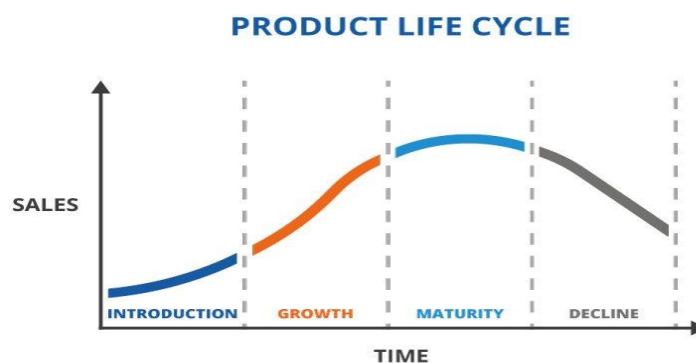


Figure No. 1: Stage of product life science.<sup>[25]</sup>

### 3. Stage of maturity

Products that make it through the preceding stages usually stay in this phase the longest. Sales first increase slowly before levelling off. Manufacturers make an effort to set their products apart and brands are essential to this. There are fierce competitions and price wars. The market achieves saturation at this stage. Due to low margins, producers start to withdraw from the market. A promotion expands in scope and makes use of a wider range of media. Price is prioritized over competition through advertising.<sup>[24]</sup>

### 4. Stage of decline

The market is currently experiencing a decline. For instance, consumer preferences have evolved or more inventive products have been released. Intense price reductions are occurring and numerous products are being taken off the market. Cutting expenses and marketing expenditures can increase profits.<sup>[24]</sup>

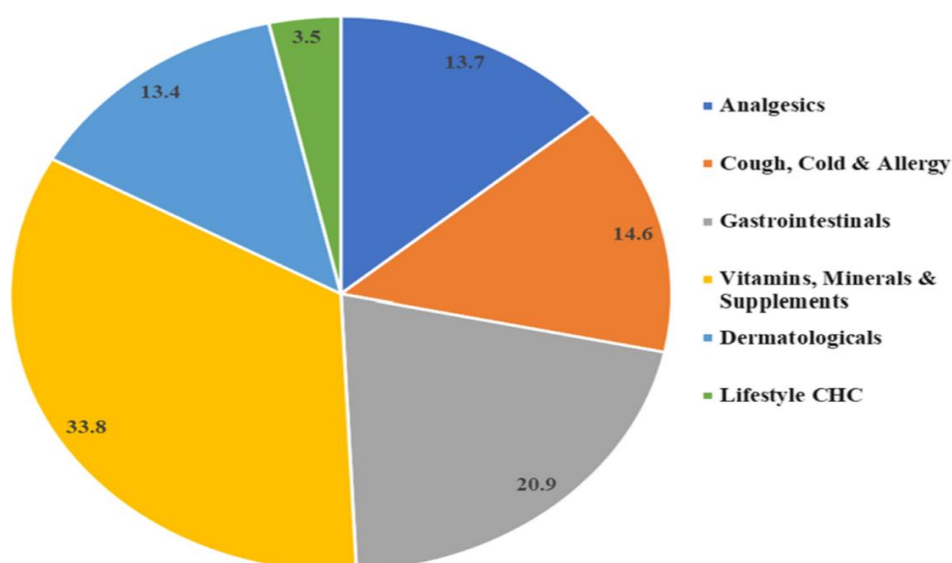


Figure No. 2. Categorization of OTC drugs as per the general indication.<sup>[26]</sup>

## 10. Examples of Some OTC Drugs & Their uses

**Table No. 3: OTC drugs & their uses.**<sup>[27]</sup>

Sr. No.	OTC drugs	Uses
1	Antacids (e.g., Tums, Roloids, Mylanta)	Stomach upset, Heartburn.
2	Antidiarrheal medicine (e.g., Kaopectate, Imodium A-D, Pepto-Bismol).	Diarrhea.
3	Antihistamines (e.g., Chlor-Trimeton, Benadryl).	Allergies. Cold symptom relief. Relieves itching.
4	Cough suppressant (e.g., Robitussin-DM or others with dextromethorphan).	Dry cough without mucus.
5	Decongestant (e.g., Sudafed, Dimetapp).	Stuffy and runny nose. Postnasal drip. Allergies. Fluid in the ears.
6	Expectorant (e.g., Robitussin or others with guaifenesin).	Cough with mucus.
7	Laxatives (e.g., Ex-Lax, Correctol (stimulant-types), Metamucil (bulk-forming type)).	Constipation.
8	Throat anesthetic (e.g., Sucrets, Chloraseptic spray).	Minor sore throat.
9	Toothache anesthetic (e.g., Anbesol).	Toothache. Teething.
10	Acetaminophen (e.g., Tylenol, Anacin-3, Datril, Liquiprin, Panadol, Tempra).	Gives pain relief. Lowers fever. Does not reduce swelling.
11	Aspirin (e.g., Bayer, Bufferin).	Gives pain relief. Lowers fever and swelling.
12	Ibuprofen (e.g., Advil, Motrin, Adult and Children's Advil). Ketoprofen for adults (e.g., Actron, Orudis KT). Naproxen Sodium for adults (e.g., Aleve).	Gives pain relief. Lowers fever and swelling.

## 11. Branded drugs

The consumer and ultimate decision-maker in the pharmaceutical sector differ from those in other sectors. In this case, the doctors dominate both segments. Although they are the final consumers, the patients are not the company's direct clients. As a result, pharmaceutical corporations heavily target physicians to advertise their goods by employing particular marketing strategies. However, the important question is whether it makes sense in physicians for recommending the name-brand medications.

In terms of pharmaceutical sales, doctors are arguably the most significant participants. They draft the prescriptions that specify the medications the patient will take. The secret to pharmaceutical sales is influencing the doctor. In the past, a sizable pharmaceutical sales staff handled this. A medium-sized pharmaceutical The corporation may employ a thousand sales



reps. Tens of thousands of employees work for the biggest corporations. representatives. Salespeople frequently visited doctors to provide them information and free medications, samples to the doctors. This strategy is still in use today, but industry-wide economic pressures are making pharmaceutical firms reconsider the conventional method of selling to doctors.<sup>[28]</sup>

Pharmaceutical items are a vital tool for maintaining or improving a person's health. Due to their consumption, it is usually hard to avoid seeing a specialist, like a doctor, who writes prescription for the medication based on the scientific data that the pharmaceutical manufacturer gave him.<sup>[29]</sup>

Pharmaceutical firms give the name to the branded medicines for advertising and protection purposes; the names of branded medicines are different from the International Nonproprietary Name (INN), also known as the generic name.<sup>[30]</sup>

Pharmaceutical companies have two goals in this situation: on the They must manufacture and market active compounds on the one hand, but they also have to utilise the unique properties of chemical structures in human care.<sup>[31]</sup>

The success of pharmaceutical products is dependent on R&D spending, patent utilization and sales personnel. The pharmaceutical industry's growing downturn presents new difficulties for pharmaceutical companies, hence implementing particular marketing techniques.<sup>[32]</sup>

## 12. Marketing Concepts of Branded Drugs

The success of pharmaceutical products is reliant on R&D spending, patent utilisation and sales personnel.<sup>33</sup> Pharmaceutical businesses are facing new hurdles as a result of the pharmaceutical sector's growth slowdown, thus they are implementing targeted marketing techniques. to comprehend how consumers view both generic and branded medications, highlighting regarding branding tactics.<sup>[34]</sup>

Pharmaceutical branding strategies are essential for successful drug launches and long- term growth in the industry. Pharmaceutical companies must identify the unique needs of their target market, differentiate their products from competitors and create effective messaging to reach them. To do this effectively, pharmaceutical companies should develop a comprehensive brand strategy with an integrated approach to communications across all

channels. This strategy should consider both traditional and digital marketing tactics such as TV, print, radio, outdoor advertising, search engine optimization (SEO) and social media. The goal is for the brand to resonate with consumers through consistent messaging that positions it well against competitors. Additionally, each campaign should be designed to drive engagement across channels and build relationships with key stakeholders. Finally, pharmaceutical companies should use data analytics to track the success of their campaigns and refine their strategies as needed. With a well-crafted brand strategy, pharmaceutical companies can effectively reach their target audiences and drive long-term growth.

Corporate branding in the pharmaceutical industry is an integral component of a company's marketing strategy. This sector deals with life-changing and life-saving products, thus making it imperative to build a strong and trustworthy brand. The successful pharmaceutical corporations employ strategic corporate branding to differentiate themselves in the competitive marketplace, fostering trust and credibility among healthcare providers and patients alike. This branding also communicates the company's core values, vision, and commitment to scientific excellence, patient safety, and high-quality standards. It plays a crucial role in establishing a robust reputation, which in turn, greatly influences product acceptance and overall business success.<sup>[35]</sup>

### 13. Marketing Strategies of Branded Companies

Pharmaceutical firms frequently invest a lot of money in marketing, lobbying and advertising. In addition to more conventional media outlets, advertisements are frequently found in medical publications. They are permitted to advertise directly to the public in certain nations, most notably the US. Typically, pharmaceutical corporations use salespeople, also known as "Medical reps" or, in earlier parlance, to individually and directly sell to doctors and other healthcare professionals.<sup>[3]</sup>

**Table No. 4: Top pharmaceutical companies.**<sup>[37]</sup>

Rank	Company	Revenues (USD billions)	R&D Spend (USD billions)
1.	Pfizer	50.9	7.5
2.	GlaxoSmithKline	32.7	5.2
3.	Sanofi-Aventis	27.1	3.9
4.	Johnson & Johnson	24.6	5.2
5.	Merck	23.9	4.0
6.	Novartis	22.7	3.5
7.	AstraZeneca	21.6	3.8

8.	Hoffmann-La Roche	17.7	5.1
9.	Bristol-Myers Squibb	15.5	2.5
10.	Wyeth	14.2	2.5

## 14. Some Marketing Strategies Used by Branded Companies

### I. Brand strategy

A brand strategy is a kind of marketing plan that concentrates on how a company will position itself in the market and show its brand to customers. A strong brand strategy may help you successfully launch your company, draw in your target audience and clearly explain how your company is different from the competition.<sup>[38]</sup>

### II. Content marketing

One of the most significant and successful types of marketing tactics is content marketing. When done properly, content marketing can promote consumer loyalty and brand awareness. It aids companies of all sizes in building brand awareness and connecting with their target market.<sup>[39]</sup>

### III. Customer experience

A key element of contemporary marketing techniques is the customer experience, which affects how consumers view and engage with a business. Offering outstanding customer service may add substantial value to a company, which eventually translates into more sales and profitability.<sup>[40]</sup>

### IV. Brand awareness

Customers develop an innate affinity for a brand and its goods as a result of brand awareness, which is a very successful marketing strategy. Since it is the main factor influencing brand trust and ultimately, sales generation, it is central to the majority of marketing tactics to establish a recognisable and memorable brand.<sup>[41]</sup>

### V. Social media

The process of giving your product or service a distinctive, identifiable identity is known as branding. Communicating that identity to the market is known as brand marketing. By consistently conveying a message that appeals to your target audience, brand marketing entails building an emotional bond with them. Building trust and loyalty is the aim in order to encourage repeat business. A thorough grasp of your target market's needs and desires is the cornerstone of any effective brand marketing plan.<sup>[42]</sup>

## 15. Marketing Strategies for Branded Products

Strategies offer a distinctive perspective on the ideas and experiences of the executives leading the charge to shape that future. Pharmaceutical brands are becoming more and more well-known for a number of reasons. There had been the choice to construct additional benefit from the chemical beyond the obvious one. Secondly, one would like to Create a feature that sets you apart from the competitors. Furthermore, one has the ability to create a sustainable element that capitalises on the value of your brand.

**Table No. 5: Pharma Marketing Strategy.**<sup>[45]</sup>

Sr. no.	Pharmaceutical marketing strategy
01.	Identify Target Audience
02.	Understand Audience Needs
03.	Choose Marketing Channels
04.	Content Creation
05.	Targeted Messaging
06.	Engagement with Healthcare Professionals
07.	Compliance and Regulation
08.	Track and Analyze Performance
09.	Adaptation to Industry Changes
10.	Ethical Considerations Considerations

Pharmaceutical companies must make it obvious how their brands add value to the market beyond what the competition offers. Businesses can only begin to build and use brand equity going forward by clearly recognising and managing that value. A branding strategy is essential because A marketer may convey the "extra in addition" only by using a clear branding strategy. to its products. Consequently, branding serves primarily as a means of identifying an item, bolstering the customer who recognises the unique, improved product from a "me-too" tangle of things.<sup>[43]</sup>

Pharmaceutical marketing includes a variety of activities aimed at introducing new medications and goods to the market. These include free sample distribution, product information, disease control plan development and patient support materials. Furthermore, the medication. The sector is fusing internet tactics with physician conferences and activities. Another way to describe it is as a management procedure that looks for and addresses the needs of the patient in the company. Within the pharmaceutical industry, business relies increasingly on advertising and sales, which are crucial components of the field. In the business sector, the pharmaceutical industry can be described as a particular industry that involves the creation of A pharmaceutical company.

It covers every attempt made by a person or group to launch a pharmaceutical care company. Let's take a closer look at this definition now. Pharmaceutical marketing emphasises both medication and pharmacological therapy. Encouragement of As drugs, different chemotherapy programs and services are a significant component of the pharmaceutical sector. promotion. The pharmaceutical industry actually encompasses much more than just that; this is a general notion.<sup>[44]</sup>

## **16. Advertising and Promotion Strategies in Branded Drugs Marketing**

Because of market dynamics, target audience and regulatory restrictions, advertising and promotion methods for branded pharmaceuticals are very different from those for generic or over-the-counter goods.

### **Here's a breakdown of common strategies used in branded drugs marketing**

#### **I. Direct-to-Consumer (DTC) Advertising**

Direct-to-consumer pharmaceutical advertising (DTCPA) has grown rapidly during the past several decades and is now the most prominent type of health communication that the public encounters.<sup>[47-49]</sup>

##### **a) Product claim advertising**

Names a drug and the indication(s); makes claims regarding safety and efficacy.

##### **b) Reminder advertising**

Names a drug, dosage form and possibly cost, but not its use.

##### **c) Help-seeking advertising**

Describes a disease or condition but doesn't mention a specific drug that treats it.<sup>50</sup>

#### **II. Healthcare Provider (HCP) Engagement**

The Health Care Professionals Practicefor The Patients

##### **a) Detailing**

This refers to face-to-face or virtual interactions between pharmaceutical sales representatives and healthcare providers (HCPs). These sales reps provide detailed product information, scientific data and promotional materials to doctors and pharmacists.

**b) Continuing Medical Education (CME) Sponsorships:** Pharmaceutical companies often sponsor medical conferences, seminars and CME activities to establish a presence within the medical community.

**c) Key Opinion Leaders (KOLs)**

Engaging respected medical professionals or KOLs to promote a drug or speak at events can lend credibility to the brand and positively influence the perception of the drug within the medical community.

**d) Peer-to-Peer Programs**

These are initiatives where HCPs share their clinical experiences and case studies with other professionals, often highlighting the efficacy or advantages of specific branded drugs.<sup>51</sup>

**III. Patient support programs****a) Co-pay Assistance and Discount Programs**

Many pharmaceutical companies offer financial assistance to patients through co-pay cards or discount programs to make branded drugs more affordable. This strategy helps in patient adherence and retention.

**b) Medication adherence programs**

Through apps, online portals, or text messages, companies remind patients to take their medications and refill prescriptions. These programs are aimed at increasing the adherence rate to the prescribed treatment.

**c) Patient advocacy partnerships**

Collaborating with patient advocacy groups or charities helps in building trust within the community and creates a platform to educate patients about specific diseases and available treatments.<sup>[52]</sup>

**17. CONCLUSION**

The study concludes that various marketing strategies and branding approaches used by pharmaceutical companies significantly impact sales performance for both traditional and over-the-counter (OTC) products. Analyzing 37 criteria, the study highlights key factors such as regular visits from medical representatives, sales calls, promotional materials, branded gifts and free samples, all of which influence the effectiveness of these products. Additionally, strategies like market penetration, product development, diversification, digital marketing and multi-channel promotion, including SEO, media ads and sponsorships, contribute to strong brand visibility and customer engagement.

Comprehensive customer acquisition and retention strategies, along with pricing and innovation, further drive sales. Overall, the study indicates that a well-coordinated marketing mix positively affects sales, as validated by feedback from pharmacists, doctors and medical representatives.

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