

# Product Launch Success Story

*Launch & Demand Creation for IDC in India*



*The Newest Generation of Anti-Aging Skin Care*

- Photo Shoot (products & endorsers)

- Key Messaging

- Campaign Strategy, Planning & management

- Collateral Creation

# Background

- Glenmark Pharmaceuticals entered the high-end cosmeceutical segment in India with the launch of Canadian company Immanence - IDC's scientific & sophisticated anti-ageing product line.
- In Nov 2011, Glenmark announced the partnership & signed a ten-year agreement with Immanence IDC to distribute the products in 8 countries – India, Brazil, Mexico, South Africa, Egypt, Vietnam, Malaysia and Thailand.
- Although Glenmark had acquired COSMETIC license, they decided to follow the 'ethical' (Doctor Prescribed) way of selling & marketing.
- IntelliAssist was appointed as the official marketing communication agency to manage pre-launch, launch & post launch communication campaigns.

# IDC: Range of Anti-Aging Skin Care Products

- Brief Received:
  - Tagline: The Newest Generation of Anti-Aging Skin Care
  - USP: REGEN 16, a break-through technology that balances 16 mechanisms of skin aging
  - Awards: Winner of two beauty awards in France – De La Victoire Beaute

## Communication Strategy & Key Messaging

- India Strategy:
  - Slogan / Opening Line: Life is Beautiful; Celebrate Every Moment Gracefully
  - Tagline / Closing Line: The Newest Generation of Anti-Aging Skin Care
  - Key Message: Balance 16 known mechanisms of skin aging
  - Product Endorser: non-celebrity; a person with whom one can relate with
  - Channel selection: Print media and Direct Marketing

# New Product Announcement



# A Series of Pre-Launch Teasers for Doctors

ARE YOUR PATIENTS WORRIED  
OVER FINE LINES AND WRINKLES?



SPOTTED



TRIES TO HIDE



FEELS HELPLESS

ARE THE UNWANTED SPOTS AND EXCESS  
PIGMENTATION BOTHERING YOUR PATIENTS?

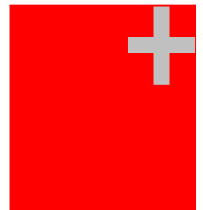


  
**glenmark**

**Introducing Shortly**

From the house of Glenmark

**The Newest Generation of Anti-Aging Skin Care**



# A Series of Pre-Launch Teasers for Doctors

ARE YOUR PATIENTS ASKING FOR A YOUTHFUL,  
HEALTHY AND GLOWING SKIN THAT LASTS LONGER?



ASSURE THEM OF HEALTHY AND BEAUTIFUL SKIN ...  
THEY CAN ADORE.



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# Selection of Slogan



# Slogan Selection - Consumers & Doctors Inputs

LinkedIn

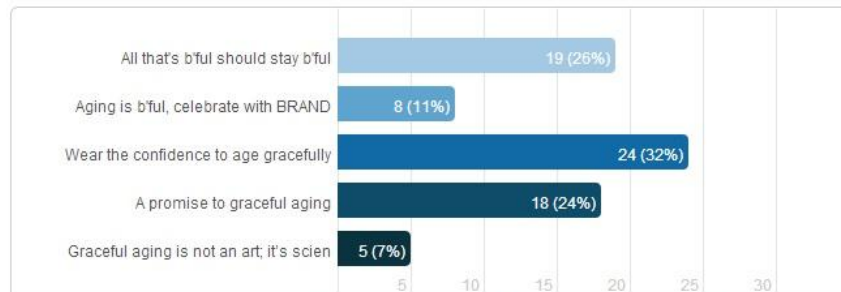
Go to LinkedIn Ads

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People

Anti-aging products: What communication theme would you relate with the most?

By Ami Dalal Creative Director • 74 votes • 11 comments • Ended 06 Aug 2011



Comments

Unfollow comments



Jane

**Jane Stockel** • Nothing wrong with Ageing. My mantra is being like a good wine, and improving with age!

over 1 year ago | Flag comment

Voted for Wear the confidence to age gracefully



Chaitanya

**Chaitanya Vakati** • Age gracefully of course!!

over 1 year ago | Flag comment

Voted for Wear the confidence to age gracefully



**Subhasish Ghosh** • I would recommend: "Remember Sweet 16? Stay Young Forever"

## Doctor Survey Key Inputs

Doctor 1: Patients don't prefer hearing the word - 'AGING'

Doctor 2: Aging is associated with many lifetime events & perhaps celebration too

Doctor 3: Patients needs change with changing decades – their needs in 20s are different from those in 30s or those in 40s

Doctor 4: Aging is not just the physical appearance, it also affects the mental wellbeing of my patients. It's no longer a desire; it's basic need & right of everyone

Doctor 5: Patients prefer more honest communication – they will not trust Sweet 16 & other unrealistic promises



# Slogan Finalized (After Tweaking)



VISUAL AID SPREADS

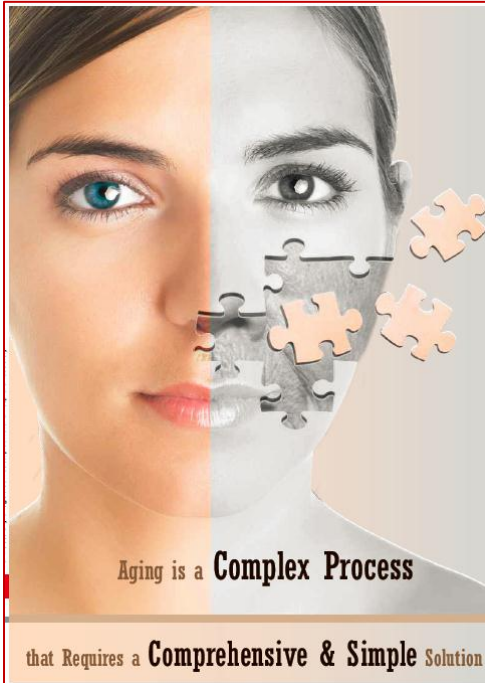


# Design of Collaterals



# Collaterals Designed

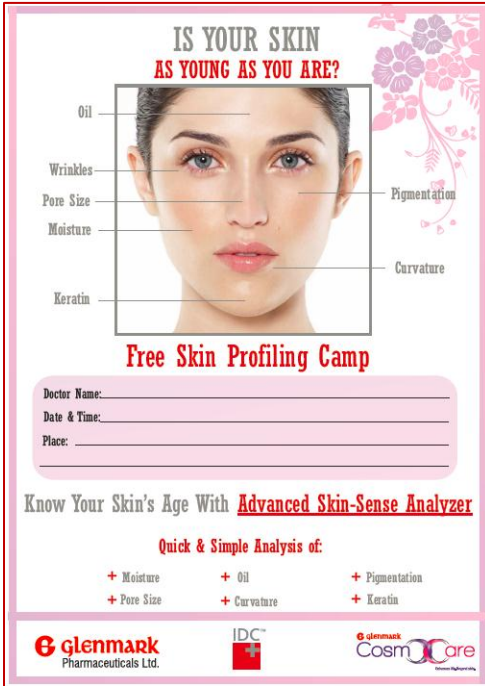
- Sales Collaterals
  - Brochure
  - Visual Aid
  - Flash Card
  - Chemist & Call-Me-In Cards
  - Detailers & Sales Folder
- Marketing, Branding & Campaign Collaterals
  - Advertisements
  - Product Gift Packs
  - Coffee Table Book
  - Leave Behind Literatures
  - Greeting Cards for Special Occasions (Women's Day, Mother's Day, Father's Day & Doctor's Day)
- In-clinic Branding
  - Posters & Lama
  - Stand-alone Banners & Branding Panels
  - Patient Education Leaflets & Holder



**Aging is a Complex Process**

that Requires a **Comprehensive & Simple Solution**

**IS YOUR SKIN AS YOUNG AS YOU ARE?**



**Free Skin Profiling Camp**

Doctor Name: \_\_\_\_\_  
 Date & Time: \_\_\_\_\_  
 Place: \_\_\_\_\_

**Know Your Skin's Age With Advanced Skin-Sense Analyzer**

**Quick & Simple Analysis of:**

+ Moisture	+ Oil	+ Pigmentation
+ Pore Size	+ Curvature	+ Keratin

**glenmark** Pharmaceuticals Ltd. **IDC** **CosmoCare**

**IDC™**  
**ANTI-WRINKLE AND FIRMING RANGE**  
**INTEGRAL CORRECTION SERUM**

**ANTI-WRINKLE AND FIRMING**  
 INTEGRAL CORRECTION SERUM

**REDUCES APPEARANCE OF WRINKLES & FINE LINES**  
**Retinol Cycloxymer complex:** ↓ Melanosome maturation, ↓ Pigment transfer, ↑ Pigment dispersion, ↑ Desquamation  
 + Reduces the appearance of wrinkle  
**Snap 8 C:** ↑ Relaxing of superficial muscle fibres  
 + Reduces the appearance of expression lines, especially on forehead & around eyes

**MOISTURIZES**  
**Abyssaline:** ↓ ICAM-1  
 + Reduces the appearance of wrinkle  
**Hyaluronic Acid:** ↑ Water retention  
 + Act as highly potent cutaneous moisturizer

**RESTORES SKIN RADIANCE**  
**Matrixyl 3000:** ↑ Fibronectin synthesis, ↑ Collagen I synthesis  
 + Reduces the appearance of wrinkles and delays skin aging  
**Tyrosinase:** ↓ Tyrosinase activity  
 + Even out complexion and minimizes the appearance of age spots

**OFFERS ANTIOXIDANT PROPERTY**  
**Co Q-10:** ROS scavenger, ↓ Oxidative DNA damage  
 + Revitalizing antioxidant & energizes cell for luminous skin  
**Vitamin E:** ROS scavenger, ↓ Lipid peroxidation  
 + Nourishing antioxidant that reduces the appearance of wrinkles

**IDEAL FOR 25 YEARS + AND ALL SKIN TYPES**

**DEEP WRINKLES**  
 INTEGRAL CORRECTION CONCENTRATE SERUM

**TARGETED TREATMENT FOR DEEP WRINKLES & EXPRESSION LINES**  
**Gunkline Complex:** Glycation prevention  
 + Protect the collagen and elastin fiber while stimulating the endogenous antioxidant  
**Tegoprep-17:** ↑ Collagen gene & protein, Fibronectin gene  
 + Highly potent antiwrinkle  
**Retinol Cycloxymer complex:**  
 + Target cell life extension by longevity gene activation  
**EUK-134:** SOD and catalase mimetic ↓ Lipid Peroxidation  
 + Self regenerating antioxidant that offer protection against environment stress  
**Biobenefit:**  
 + Prevent premature aging of the skin related to UV exposure  
**PhytoCellTec Alp Rose:**  
 + Protects skin's stem cells from environment stress

**IDEAL FOR 35 YEARS + AND ALL SKIN TYPES**

**Recommend:**  
 + Prevents premature aging in younger skin  
 + Rejuvenates / maintains youthful skin in elderly  
 + Pre & post dermatological procedures

**Offers:**  
**REGEN TECHNOLOGY** -16

**ALSO AVAILABLE FOR MEN:**  
**ANTI-WRINKLE AND FIRMING MEN**

## A Quick Glimpse on Collateral Designs

**IDC™**  
**INTEGRAL DERMO CORRECTION**

**Youthful & Rejuvenated Skin**

**Anti Wrinkle And Firming**  
**Anti Wrinkle And Firming Men**  
**Deep Wrinkles**

**Radiant & Glowing Skin**

**Image Blanc Complexion Lightener**  
**Image Blanc Spot Lightener**

**Refreshed & Moisturized Skin**

**Hydra-Seal SPF 25 Pearl**

**Experience the results...**



**Experience ... Radiant & Glowing Skin**

**Image Blanc Complexion Lightener**  
**Image Blanc Spot Lightener**

**Youthful & Rejuvenated Skin**

**Anti Wrinkle And Firming**  
**Anti Wrinkle And Firming Men**  
**Deep Wrinkles**

**Refreshed & Moisturized Skin**

**Hydra-Seal SPF 25 Pearl**

**Consult your Dermatologist**

**The Newest Generation of International Anti-Aging Skin Care**

**glenmark**



# A Few More Collaterals

Skin Speaks a Lot about You...  
**GET YOUTHFUL SKIN.**



Life is Beautiful  
Celebrate Every Moment Gracefully



For the use only if registered medical practitioner or hospital or doctor.

MB121102

**glenmark**  
Pharmaceuticals Ltd.

Glenmark Pharmaceuticals Limited  
Corporate Enclave, B.D. Sawant Marg,  
Chakala, Andheri East, Mumbai 400 089

**glenmark**  
**CosmoCare**  
Enhancing the Natural Beauty

**Image Blanc**  
Spot Lightener Serum

PARABEN FREE  
39 % cosmetic actives

- + Diminishes the appearance of brown / dark spots
- + Multi-mechanisms' technology, targeting numerous aspects of skin's excess pigmentation
- + Homogenizes the skin tone
- + Ideally use Hydra-Seal SPF25 or any sunscreen with good SPF.
- + Suitable for all skin types

**CHERISH THE PASSING YEARS; CELEBRATE WITH IDC™**  
Celebrate youthful, healthy and glowing skin for a longer time.

**Anti-Wrinkle And Firming Men**  
Integral Correction Serum

PARABEN FREE  
+29 % cosmetic actives

- + Maintains and prolongs the firmness, tightness & structure of the male skin
- + Fights skin irritation and reduces skin dryness caused by daily shaving etc.
- + Reduces the appearance of wrinkles, and fine lines
- + Evens the complexion and improves skin tone
- + Ideal for 25 years and above
- + Suitable for all skin types

**NATURE IS BEAUTIFUL; NATURE IS COLORFUL**  
The national bird of India is one of those rare species where the male is better looking than its female counterpart.

**DID YOU KNOW?**  
In the 1800s, the term "peacocking" in Australia referred to the practice of buying up the best pieces of land ("picking the eyes") for as to render the surrounding lands valueless. The English word "peacock" has come to be used to describe a man who is very proud or gives a lot of attention to his clothing.

Experience the results.  
Experience the difference.  
Experience the new.

**glenmark**  
**CosmoCare**  
Enhancing the Natural Beauty

With you in the journey, to ensure beautiful lives.

**IDC™**  
INTEGRAL DERMO CORRECTION

**CLINICAL STUDY RESULTS**  
**OF IDC™ FORMULATIONS IN INDIAN PATIENTS**

Clinical study 1 : Complexion Lightener : To assess the efficacy, quality of life and safety of IDC™ (Integral Dermo Correction) Image Blanc Complexion Lightener/ Spot Lightener for the face and neck.

Clinical Study 2: Wrinkles: To assess the efficacy, quality of life and safety of IDC (Integral Dermo Correction) formulations in patients with wrinkles on the face and neck.

**glenmark**  
Pharmaceuticals Ltd.

**glenmark**  
**CosmoCare**  
Enhancing the Natural Beauty

**glenmark**  
**CosmoCare**  
Enhancing the Natural Beauty

In Association with COSMETIC DERMATOLOGY SOCIETY OF AHMEDABAD

Cordially Invites you to a CME on  
**Recent Anti-Aging Formulations:**

**IDC™**  
Integral Dermo Correction

**Speaker:**  
Dr. Kalpana Sarangi  
MD, (Skin), Consulting Dermatologist & Cosmetologist,  
Head of Cosmetology Center, Nanavati Hospital, Mumbai

Details overleaf

**glenmark**  
**CosmoCare**  
Enhancing the Natural Beauty

**IDC™**  
INTEGRAL DERMO CORRECTION

Details of the scientific meet are:  
**Date:** 24th June 2012  
**Venue:** Hotel Pride Ahmedabad  
**Registration:** 10.30 a.m. to 11 a.m.  
**CME:** 11 a.m. to 1.00 p.m. Followed by Lunch

Courtesy  
**The Newest Generation of Anti-Aging Skin Care Range**

**glenmark**  
Pharmaceuticals Ltd.

# Launch Campaign



# Launch Campaign Objective

- Primary Audience – Doctors; Secondary Audience – Consumers/ Patients.
- Promote REGEN 16, the break-through technology that balances 16 mechanisms of skin aging.
- Introduce the range of IDC products (highlight ingredients & their benefits)



# Execution: Balancing Theme

- Phase 1: 3 Rounds of Teasers to Create a Buzz
  - A teaser card was sent to doctors with the question – “Is Balancing an Art or a Science?”
  - Second teaser followed next day; it read “Most people think Balancing is An Art! Do you Agree?”
  - Third teaser followed; it read, “What if we Tell You that Balancing is an Absolute Science?”
- Phase 2: Field representatives visited doctors and made use of a Visual Aid to present REGEN 16, the technology behind IDC product range. BALANCING was the highlight – REGEN 16 balances sixteen known mechanisms responsible for skin aging. They left back a collateral pack – brochure, detailer & leave behind literature (LBL). A few more reminder cards & LBLs that reinforced BALANCING were sent to doctors over a quarter.
- Phase 3: Patient/ Consumer workshops were conducted. It started with a fun activity where Women were asked to name 16 activities they balance in their daily lives. They were then asked how many balanced 16 mechanisms responsible for premature aging of their skin. The workshop then took a serious education tone and ended with product trials.
- Phase 4: Reminder cards and special occasion cards (Women’s Day, Mother’s Day etc) were created to reinforce the message.



Balancing is an Art  
Balancing is a Science  
Creating the Right Balance is not a Child's Play



The Patented Technology  
Developed After 5 Years of R&D



Maintains The Balance  
Prevents Early Aging

Celebrate the years  
Gracefully, Cherish  
your Healthy and  
Youthful Skin



Protect, Enhance  
and Correct



Protect your Skin

- ✦ Avoid excessive sun exposure
- ✦ Avoid pollution
- ✦ Avoid smoking
- ✦ Avoid unhealthy diet
- ✦ Avoid over use of cosmetics
- ✦ Manage stress

Pamper your Skin

- ✦ Establish daily skin care routine
- ✦ Drink adequate amount of water
- ✦ Exercise Regularly
- ✦ Sleep well
- ✦ Use Anti-Aging products at appropriate milestones
- ✦ Consult a Dermatologist/ Cosmetologist
- ✦ Do not self-medicate



INTEGRAL DERMATO CORRECTION  
Brings the newest generation of anti-aging skin care along with the patented



The only formulation that addresses all the known 16 mechanisms of skin aging.

The only anti-aging skin care range that **BALANCES** 16 major known mechanisms responsible for skin-aging



## Campaign Collaterals: Balancing Theme

Balancing is a **SCIENCE**  
a few Master it well  
to create the **ART**



The Patented Technology  
Developed After 5 Years of R&D

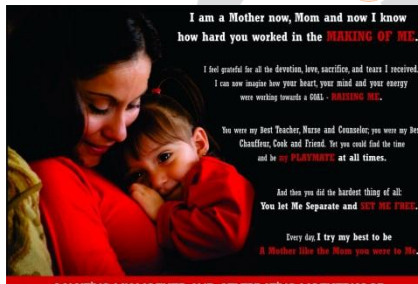


MAINTAINS THE BALANCE  
PREVENTS EARLY AGING

I entered this world **and relaxed on his arms**. He taught me **how to talk; how to walk**. He taught me how to **get up and keep going after a fall**. He has **shaped me in to a strong man** who can now shoulder the responsibility of being a **FATHER**.



Celebrating Beautiful Moments In Life  
**HAPPY FATHER'S DAY**



I am a Mother now, Mom and now I know  
how hard you worked in the **MAKING OF ME**.

I feel grateful for all the devotion, love, sacrifice, and tears I received.  
I can now imagine how your heart, your mind and your energy  
were working towards a GOAL - **RAISING ME**.

You were my Best Teacher, Nurse and Counselor; you were my Best  
Chaffeur, Cook and Friend. You could find the time  
and be my **PLAYMATE** at all times.

And then you did the hardest thing of all:  
You let Me Separate and **WENT AWAY**.

Every day, I try my best to be  
A Mother like the one you were to Me.

**SALUTING MY MOTHER AND CELEBRATING MOTHERHOOD**

I was born as a **DAUGHTER** and grew up as a  
**SISTER**. In my school, I was a sincere **STUDENT**  
and an adorable **FRIEND**. At my workplace I was  
recognized as a **PERFORMER**.

After I got married, I worked hard to emerge as a good  
**WIFE, DAUGHTER-IN-LAW, SISTER-  
IN-LAW** and **AUNT**. I am the world's best  
**MOM** and **TEACHER**. As a **COOK**, I prepare  
yummy food and there is no **NURSE** who is better  
qualified to take care of my sick child. My contribution  
in making our house a home has given me a new title -  
**HOME MAKER**.

A few months ago, at the time of my retirement, my  
colleagues told me that I was a fantastic  
**MANAGER** and a little voice around me says  
"I love you, **GRAND MOM**".



**BALANCING is an ART that I have MASTERED; I am a WOMAN!**



## **Can We Assist You?**