



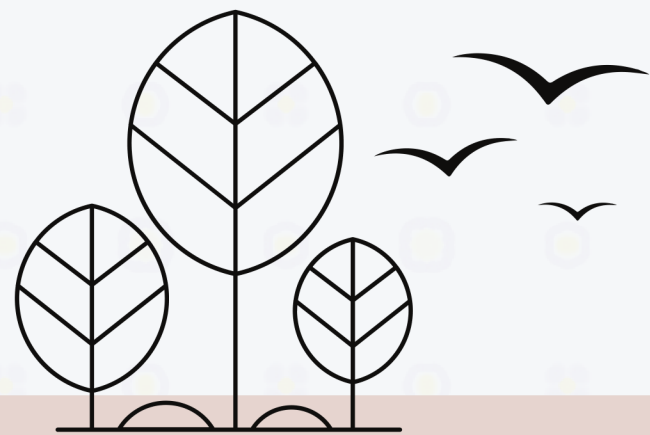
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METABICAL: POSITIONING AND COMMUNICATIONS STRATEGY FOR A NEW WEIGHT-LOSS DRUG

INTRODUCTION

Over the counter product called Metabical has been manufactured by Cambridge Sciences Pharmaceuticals (CSP) and its a weight-loss pill that aims at enabling normal/overweight people realize their desired weight loss goals. As a result, Metabable is trying to fit the growing need for effectively combating obesity. This paper focuses on the issues and recommendations concerning the market positioning and promotional activities of Metabical for its proper market introduction.



MARKET ANALYSIS

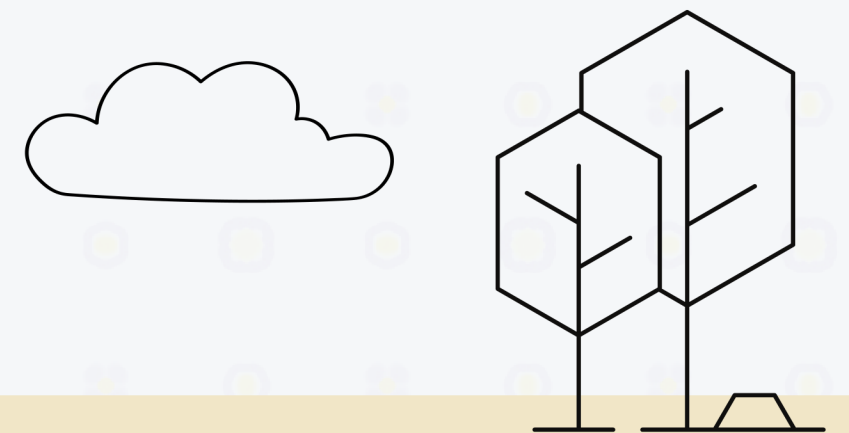
Market profiling was done prior to the launch of Metabial where different analyses were made to understand the target consumers. The primary market thus majorly consists of overweight adult customers who have a BMI of 25 and 30, and who have not been able to lose weight by the normal methods. Secondary audiences are those entities that can promote the product or suggest Metabical to its clients, such as doctors and pharmacists. It is equally important to comprehend the market's requirements and apprehensions in order to position oneself in the right manner and convey the right message.





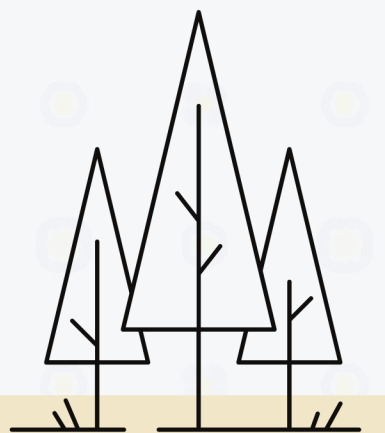
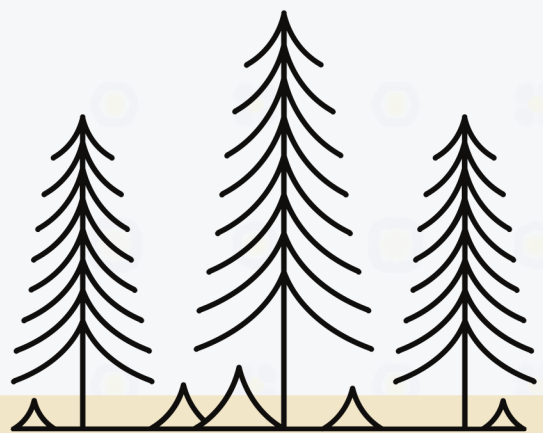
POSITIONING STRATEGY

The targeting strategy for Metabical identified is based on the need to create a clear distinction between Metabical and other weight loss drugs and OTC supplements. In a nut shell, stressing on FDA approval, clinical efficacy, non side effects will be the key differentiating factors for Metabical. The brand positioning statement is based on scientifically proven weight loss solution to assist people willing to get a healthier lifestyle. These are the unique selling points (USPs) that need to be advertised to achieve credibility and trust of the consumers and healthcare providers.



CONCLUSION

The success of the launch of Metabical depends on good positioning and communication to the market being targeted to ensure that they get the positive message about the product and the reasons why they should go for it. Using a complex and integrated model of communication, CSP can indeed successfully launch Metabical to the market and suggest a cure to the problem of obesity and contribute to the enhancement of the quality of lives of many people.



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