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PRODUCT TEAM

CIALIS



INTRODUCTION

The case about Product Team Cialis focuses on the management choices and market environment of Cialis, a new ED drug by Eli Lilly and Company. This case solution identifies the issues and the measures taken by the product team with a view of establishing Cialis in a market segment that is characterized by competition from adepinta Viagra. The emphasis is made on market segmentation, branding as well as marketing strategies that lead Cialis to a position of an important player of the category of ED.



MARKET SEGMENTATION

One of the most important elements which can be pointed out is the proper market segmentation that Cialis implemented. Customers are classified according to demographic characteristics, psychographic characteristics, and behavioral characteristics distinguished by the product team. It has to be noted that whereas Viagra was intensely promoted as a pill for young men eager to have an instantaneous effect, Cialis was positioned as a pill for every man, regardless of age, and for all those who wished to have spontaneous sex.



MARKETING AND PROMOTION

The marketing and promotion strategies were vital in the creation and implementation of a Strategic Market Positioning Plan for Cialis. Thanks to extensive marketing activities, that have included mass media advertising, testimonials of physicians recommending Luster, and cooperation with healthcare organizations. Cialis' unique properties, therefore, became its main message, which was delivered to both the consumer and healthcare providers. In the same way, the promotion and marketing activities provided more details about clinical trials with endorsement on the effectiveness and safety of Cialis.



CONCLUSION

The Product Team Cialis case shows that in order to promote the new pharmaceutical product, it is necessary to choose the accurate segment that will ensure its existence on the market, create the unique brand image and use the intensive and effective marketing. Through the realisation of the needs of a specific customer categories, the construction of an adequate and emotionally involving brand and the optimum realisation of the marketing mix, Cialis was able to establish a sound market position in the ED market. To read more of the details and obtain more solutions for the Product Team Cialis case, please go to <http://www.thecasesolutions.com>.



RESOURCE

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