



Why do Canadians take Tylenol and Germans prefer Aspirin? **Molding customer behavior and culture into the marketing strategy**

Have you ever asked yourself why, despite availability of both OTC products in both countries, Germans prefer to swallow Aspirin and Canadians prefer Tylenol for the same symptoms? If you're planning to take your OTC product to a foreign market you should certainly get to the bottom of this issue.

Most companies on the brink of jumping into foreign markets are sucked up in concerns over regulatory and legal issues. But those, at least, do have somewhat reliable frameworks you can battle your way through with diligence and persistence. This is not the case with culture and behavioral preferences of the physicians, patients, and pharmacists you'll have to attract and convince. This challenge of entering new and unknown terrain requires strategic marketing at its best.

Some of the key questions to be addressed are:

- ▶ What are the main barriers (structural, cultural, legal) to market entry?
- ▶ Who are the competitors and to whom do they sell?
- ▶ Can customer segments be identified according to their needs?
- ▶ How will physicians, patients, and pharmacists communicate about your product?
- ▶ Who will be the opinion formers and how are opinions formed?
- ▶ What influences the purchasing power and the decision process?

It is hardly ever sufficient to have what might appear to be a superior product, with increased effectiveness or fewer side effects. Doctors and patients have to go a long way to break with old traditions and good experience to decide and try the new product. What is new, is usually unknown and thus has an inherent element of danger and risk. Each product launch, especially in the healthcare market where basic fears prevail, has to overcome this barrier. Understanding the specific anxieties of doctors, patients, and pharmacists in other cultures is essential to estimating the time and efforts needed for a successful market entry and getting the financial and resource planning right.

By supplying their clients with a wealth of systematic tools and approaches along the *Customer-Benefit-Concept*[™], Koenig & Consultants Inc. will help them find the right answers to these key questions and build a successful strategy for their product launch.

Koenig & Consultants Inc. is an internationally active management consulting firm with strong focus on, and expertise in, the Life Science sector. We support senior management in their efforts to develop unique solutions for their clients and stakeholders through excellence in strategic planning, marketing, communication, and leadership. We provide our clients with a portfolio of state-of-the-art and highly customizable frameworks and analytical tools.

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