

Your topic: Do you see a framework? and on the top of right hand side there is a word "Brand Identity". What I want you to do is write about Brand identity of Roche pharmaceutical company that should be linked with the topic 'Visual communication design' (in the second slide.) based on a research (for example: Does visual communication design has an impact to the company or etc.) In the essay, it should have the following sections: -Introduction -Industry Analysis -Critical Success Factors -Capabilities and Competencies -Strategic Options available -Marketing Objectives and Implementation -Conclusion and Recommendation and it should cover literature reviews, Research Methodology (Clear and concise outline of research methods, including focused discussion and justification of methods selected), Analysis and synthesis of the issues, Harvard referencing style (20 references of Academic journal articles).

Your desired style of citation: Harvard Referencing

Your educational level: Guaranteed First Class

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[Brand Identity]

[Writer's name]

[Institute's name]

[Date]



Introduction:

Roche Pharmaceuticals is one of the strongest pharmaceutical companies which believe in continuous innovation and a pledge to bring updated medicines in the market. In the future prospect, Roche pharmaceutical has been given an excellent position in order to exploit the gigantic potential of molecular medicine. The personalized healthcare strategy of Roche Pharmaceutical helps to provide medicines and diagnostic tools which would help in the visible improvements in the health, quality of life and health of patients. Roche also aims to develop an integrated approach to the treatment of disease which helps make better use of resources which are accessible in the healthcare systems and has resulted in the increase of healthcare costs (Rizzoli, René, et al. 2011)

The brand identity is managed by the marketers and strategy and intellectual property working in Roche Pharmaceuticals. There are many elements of brand identity which are in close relation. The fact that brand identity is an important part of marketing is extremely true and talks a lot about the business and its physical products, which includes their looks, their smell and their feeling. Brand identity that is properly created talks about all the things the product desires to be. If the consideration is to be made about rebranding, then it becomes critical to think about brand identity, design and brand names at an initial stage (Gasser, Urs E., et al. 2013)

Industry Analysis:

The process of pharmaceutical branding talks about the companies trying to change an active chemical compound into an identifiable package linked with brand values. The values include effectiveness, safety, trust and some other sensitivity associations which have become vital and a

greater market share can be achieved along with loyalty in an ongoing competitive market space. The efforts of pharmaceutical branding has an effect on a variety of related strategies which includes brand name development, Rx to OTC switching, DTC marketing, PR and corporate communications and so on. Instead of coming up with an overall summary representing present circumstances in the pharmaceutical branding strategies, this essay will contribute in the analysis of different opinions found from across the industry and can be presented directly from the experiences of renowned professionals in the similar field. In order to throw light on the future direction of variable Pharmaceutical Branding Strategies, there is provision of a unique window into the viewpoints and experiences of the leaders at the forefront which will help them determine the future onset (Keller, Kevin Lane, M. G. Parameswaran, and Isaac 2011).

Visual communication includes the use of visual ingredients that involves drawings, illustrations and electronic images in order to convey ideas and information to a wide number of people. With the assistance of presentations, business managers who correctly utilize visual aids in order to transfer information that will result in successful maintenance of attention of staff and the staff is likely to remember the information. If the visual communication is using poorly designed visual aids which are not easily seen or read, the visual communication goes through a downside. In case of presentation of irrelevant information, images can result in disturbance and stop the understanding of perceptions (Agrawala, Maneesh, Wilmot Li, and Floraine 2011).

Literature Review

The consumers are often communicated through the use of appealing images and there has been no research which has identified the use of pictorial appeals in pharmaceutical advertisements, however they have been used in many other advertisements for their products. Parker (1998)

found that a sample of Miller Beer commercials included commercials featuring space creatures dancing and drinking beer to music, a young woman being rescued from a lagoon full of alligators, and a penguin wearing a tuxedo. Such pictorial representations impress the consumers especially the young ones and this has important implications in aiding visual communication and marketing.

A coherent understanding between designers and marketing managers could cause enhanced corporate performance and greater job satisfaction for the involved people. In comparison to accounting and finance, design is a special kind of skill; it is an ingredient of business, to be organized like any other constituent of business. Is it possible to ask designers to become managers, or do you train managers to be sympathetic toward design, or do you create a new specialty of management specifically for design?

William Callaway (1990) provides the foundation for this line of reasoning that higher education has resulted in the long lasting use of the lack of mutual understanding between those who evolve from the separate fields of design and management. The problem is twofold. First, there is an inadequacy of information pertaining to each category about the technical knowledge and methodology of the other; secondly, there is exists a gap between the collective culture of the two groups. To speak bluntly, the issue is that in management courses the product is taken for granted or ignored. In design courses, the physical object itself is focal but the context of its production and marketing seems to be neglected.

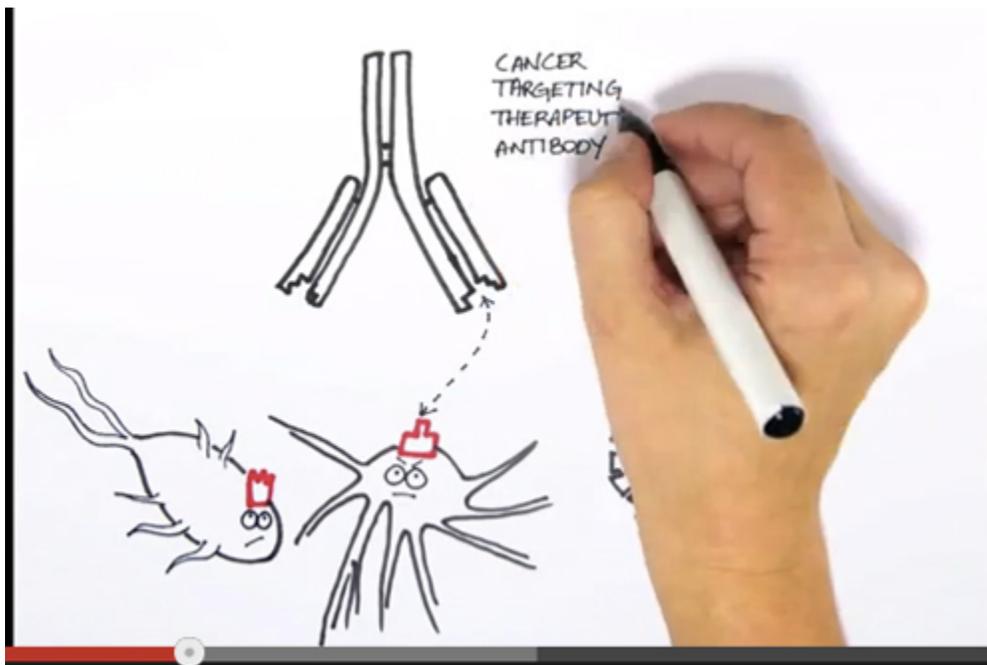
Recently, a senior Roche official implied that company promotion exaggerated the occurrence of social phobia in some countries. “A lot of disease estimates are blown out of all proportion . . .

The marketing people always beat these things up” stated local managing director of Roche, Mr Fred Nadjarian.

Critical Success Factors:

Roche is drawn to science for YouTube campaign

Roche Pharmaceuticals has used the means of visual communication in order to improve its brand identity and outwit its competitors. This has been done as Roche has successfully captured Therapeutic antibodies, stem cells and Zebra fish tackled in series of fun videos



Roche has come up with an innovative set of YouTube videos in order to elaborate scientific terminology in an interesting, visual way.

The Drawn to Science videos handle content that have so far included from therapeutic antibodies to stem cells to Zebra fish.

Their focus is Roche's Pharmacy Research and Development (pRED) unit which involves four areas of disease therapies along with oncology, neurosciences, cardiovascular and metabolic disease as well as contagious diseases. Unified, they have brought together 12,000 different opinion which are used for attracting a combination of learners and people who are keen towards scientific studies. With the help of this visually assisted communication, Roche Pharmaceuticals was able to produce monthly interviews since March 2013. When the video was launched whose focus was on glycosylation of antibodies, Glycoengineering technology helps in the optimization of the patterns of sugar which are linked with synthetic antibodies and are conceptualizing Roche pRED research centre which is situated in Schlieren, Switzerland.

More videos in the series focused on the research of the use of stem cells which is another region of Roche's pRED and actively work in places where its present cardiovascular research project comprise of a first-of-its-kind utilization of human cells obtained from patients.

The most current video involves a tropical freshwater fish called Zebra fish whose larvae is evolved into a very appealing drug discovery model and been tapped into by Roche pRED for both the safety as well as efficacy studies.

The success factors influencing Roche Pharmaceutical include many areas which has made it so progressive since the last few years. The success of videos for communicating and reaching out to the audience, videos, motion and gestures and



the use of proper body language to communicate visually, all of these factors have made the company's branding strategies progressive with time (Veenstra-VanderWeele, Jeremy, and Zachary 2011).

Capabilities and Competencies

There are a number of capabilities and competencies related to Roche which differentiate it from other booming pharmaceutical companies. The skills which cannot be simply copied by other firms and those that promote personal and professional growth in a collaborative way are termed as Roche's capabilities and competencies. Some distinctive capabilities include the integrated values integrated in the culture of the company and results in openness, honesty, ethical and genuine environment. The leadership competencies at Roche too are unmatched and focus on creation of value, mobilizing the organization, delivering the results, innovating learning and changing. Roche is termed as a global market leader in diagnostics and also a renowned supplier of prescription medicine which is chosen for therapeutic regions which include oncology, virology and transportation and ranks it among the top ten companies of the world. The business of Roche's pharmaceutical and diagnostic is not just successful in their own right but also works in collaboration in pooling and exchanging know-how, technology as well as many other resources.

Strategic Options available

An announcement was made by Roche and Isis Pharmaceutical which formed an alliance in order to develop treatments for Huntington's disease which takes into consideration the Antisense oligonucleotide technology. This will help both the firms to combine their antisense expertise with Roche's scientific expertise in order to develop neurodegenerative therapeutics. This will also help them increase the brain penetration of ASOs with organized administration. The research will focus on Isis's renowned drug candidate which will block the production of all types of HTT protein which is responsible for causing this disease. To fulfil the terms of

agreement, Roche is going to make an upfront payment of around 30 million dollars which will be relevant to license fee and pre and post licensing milestone payments which will reach \$36 million. Additionally, there will be royalties in sales of drugs which will help in the discovery and development of antisense drug aiming HTT protein. B. Lynne Parshall, Chief Operating Officer of Isis stated, “We are pleased to be working with Roche, a global leader in drug development with significant experience in developing and commercializing drugs to treat neurological diseases. We believe that Roche’s expertise in developing CNS drugs, along with their clinical development experience, will greatly enhance our development efforts for this. By partnering our more complex and nuanced research and development programs earlier in development, like our Huntington’s disease CNS program, we add value and resources with partners that bring unique benefits.”

Frank Bennett, Senior Vice President of Research at Isis said, “We are excited to be working with Roche. We believe our mature antisense drug discovery platform is a perfect fit for Roche’s neuroscience franchise, and we anticipate a fruitful collaboration to advance our pre-clinical compounds.”

Marketing Objectives and Implementation

Roche Diagnostics launches its mobile strategy

Roche’s market objectives involves looking out to reach to the best from the advanced technologies and new application which the company desires to recreates its sales strategy by

equipping its sales force with the help of a user-friendly and an effective mean. It follows three important objectives in order to do so. They include:

- To nurture its pioneering products and services in an original trend that reflected its perception as a resolutely innovatory player;
- To have availability to an ultra-responsive campaign tool (as opposed to an exhaustive catalogue) while lowering marketing costs;
- To develop its laboratory equipment programmes which were spread across the whole country (Ross, Joseph, Cary, and Harlan 2012).

Roche Diagnostics is the number one in in-vitro diagnostics around the world and looks to revise its sales strategy by giving its sales force with tools which helps in the promotion of the products and services which are genuine and appealing. SQLI was therefore given the task of implementing mobile strategy which is obvious through its 6 initial iPad application which was kept in a Roche store.

The E-Companies which are formulating a variety of viable business models in under-privilege communities are to be assured about none of the business case which would help in the functioning in poor communities. The detection of immediate opportunities has been done which will help in extending opportunities to reach the products and services. The steps include innovative approaches which will help in the packaging and distribution that will permit to reduce prices to an affordable level after maintaining the important values of the brand (Fridlyand, Jane, et al. 2013).

Research Methodology

Roche research department is in Basel, Switzerland and is the leader in research-focused healthcare with combined strengths in pharmaceutical and diagnostics. Roche is the largest biotech company worldwide with diversified medicines in oncology, infectious disease, inflammation metabolism and neuroscience. Roche also leads in the diagnostic of in-vitro, tissue based, tissue-based cancer diagnostics and an initiator in diabetes management. The personalized healthcare strategy of Roche aims to provide medicine and diagnostic tools that helps in visible improvements in the health, quality of life and survival of patients (Long, Georgina 2013).

About Roche Research

According to Roche, creativity is promoted by diversified views, cultures and approaches. Consequently, Roche comprises of three Research and Development groups within the pharmaceutical company. Pharmaceutical Research and Early Development (pRED which is located in Europe, China and New York City), Genentech Research and Early Development (pRED in South San Francisco, CA) and Chugai in Japan. The creative design helps to bring innovation by the designing of unique structure to tackle approaches to tackle unmet medical needs.

Within the pRED component of Roche's R&D business, specialization in pharmaceutical drug discovery, monoclonal antibody engineering, and other therapeutic technologies is based on several therapeutic areas which includes oncology, neuroscience, cardiovascular/metabolism and infectious diseases to deliver innovative medicines target to significantly improve results for patients. Roche pRED comprises 2,200 scientists, clinicians, and supporting professionals worldwide.

Since the past few years, Roche pharmaceuticals have consistently improvised the organisational and technological framework to enhance cooperation between our Pharmaceuticals and Diagnostics Divisions. Although the company consists of different Research & Development (R&D) processes, the two divisions are able to share research facilities, technologies and discoveries when contributing to internal projects together.

This is a unique advantage that distinguishes Roche from other companies. Diagnostic tools are being increasingly used in pharmaceutical research. Significantly, close cooperation is the fact for the successful implementation of the company's personalised healthcare strategy (Skinner, Debra, et al. 2011).

Analysis and synthesis of the issues

Just as other pharmaceutical companies, Roche invests a lot of time, money and human resource on the Chinese market. Despite all the issues it faces and the recent political pressures as well as the new pricing policies, China's market in terms of drugs continue to boom. Increasingly, it is now becoming a market which can help Roche perform at its best. Unluckily when we take into consideration cover cancer treatment for the Chinese industry and Roche, there has been some issues. The cancer cases are growing rapidly in number; the company is unable to handle a burgeoning group of patients to target with the line-up of standard of care oncology treatments. Roche request the cooperation of reinsurance giant Swiss Re in order to offer healthcare coverage through totally five insurers in China. With the growth of government healthcare capital growth, the private-pay business is making the treatment of cancer more reachable to more patients. This comprises of Roche's own employees who use the way to influence high

turnover in the country and the rolling of company to new flexible benefits plan of the previous year and including cancer insurance for pharmaceutical employees and the families. Roche also exercises vigilance on other diseases spreading over China like Ascleitis in order to establish and sell its unapproved Hepatitis C drug called Danoprevir in the state (Sandrini, Marco, Carlo, and Elena 2011).

In India too, the accessibility of medicines is a big problem. Roche's approach to address the problem is the reason why the sales are plummeting in the country by almost one quarter. Instead of attempting to sell its branded cancer drugs Herceptin, also called trastuzumab and MabThera, also known as Rituxumab and Rituaxan, at similar prices, Roche tried to cooperate with a locally based partner Emcure Pharmaceuticals. When they united, they were able to develop, make and sell those drugs of Indian versions under Indian brand names at prices which had a discount ranging more than 30% off from the regular price. The company is researching to create and add another cancer fighting drugs termed as Avastin so that the anemia fighting biotech drug Mircera.

Under a theory of product liability, Roche Pharmaceuticals has a duty to warn consumers of known dangers or harmful side-effects that may result after taking a drug. In this case, it is alleged that Roche knew of the potential risk of developing an inflammatory bowel disease after taking Accutane, but failed to warn of these dangers. Drug consumers are owed this duty in order for them to make informed decisions regarding whether to take a prescribed medication (Burgess, Lesley , and Terblanche 2011)

Conclusion

We were able to see that through strong marketing strategies and a renowned brand identity, Roche was able to deliver outstanding results in the year 2013 which meant an increase in the group sales increase up to 6% to 46.8 billion Swiss francs. The rise in the sales was around 7% higher and the diagnostic sales around 4% more. Important progress of R&D pipeline of around 15 new molecular entities in late-stage development came into notice. The recognition of brands have taken place surely and powerful wealth creators and vehicles of value by the industry. With the brand maximization strategy which has rendered the profit maximization strategy of product obsolescence useless, the important transitions have made the pharmaceutical companies to win the challenges and prove them an ever greater force. This has enable all the companies in the pharmaceutical industry to call for a radical reassessment of the brand values and also think again of how the brands are developed, managed and maximized.

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