

There are close to
200 OTC brands in India

which we call the **Hidden OTC Gems**,
on the cusp of creating a larger value
for many companies.

But the major dilemma is

TO SWITCH OR NOT TO SWITCH?



**WE CAN
ANSWER
YOUR
QUESTIONS**



OTX brands comprise close to
60%
of the sales of the
Indian OTC market.

Their immense
potential is yet to
be discovered.

How can you derive maximum
value from your OTC brand?
Is there an OTC opportunity
to explore?

It is the right time to take an informed strategic decision regarding potential OTC brands to expand their promotion directly to consumers while getting doctors and pharmacists to continue recommending them.

Heritage Rx brands like Volini and Otrivin have charted their own success story by exploring Rx-to-OTC promotional switch strategy. Many more brands have followed thereafter such as Neurobion Forte, Candid, Cremaffin among others. These brands have grown almost **2-3 times** their current value by unlocking the latent equity and potential.



Marketers often face a dilemma while **considering a brand's promotional switch**, with many questions in mind.

**OTX to OTC Switch –
Where do we start?**

How do I know if my brand is ready to explore its next wave of growth?

What is the distinct consumer need that the brand will fulfill through OTC promotion?

What will happen to the long-standing equity with healthcare professionals (HCPs)?

How do we follow a more calculated OTC strategy where we keep all stakeholders in the loop and use retail as a stronger channel for consumer acquisition and sales?

Do we have to rely on only mass media, which is fragmented and expensive, or are there alternative effective ways to create surround sound for our OTC brand?

How have other successful OTC brands made it possible?





OTC PROXIMA™
Mastertool to analyse a brand's
OTC potential

To provide a strategic perspective to the above questions, CubeX, the consulting division of Havas Life Sorento, has developed an innovative master tool, **OTC PROXIMA™**. This tool has been developed through vast experience in evaluating the potential of brands to leverage the OTC opportunity and grow exponentially.

CubeX has analysed close to **50 brands** across all **6 major OTC categories over the last 10 years** and charted the OTC roadmap for many potential brands.



OTC PROXIMA™ Screener

The evaluation is based on the following parameters, involving triangulation of **primary market research** as well as **secondary data mining**:



Brand Strength: Current brand architecture; formulation strength; sales and Rx trend; brand familiarity with all stakeholders and deemed OTC sales



Need Potential: Ability of the brand to fulfil unmet/latent consumer needs



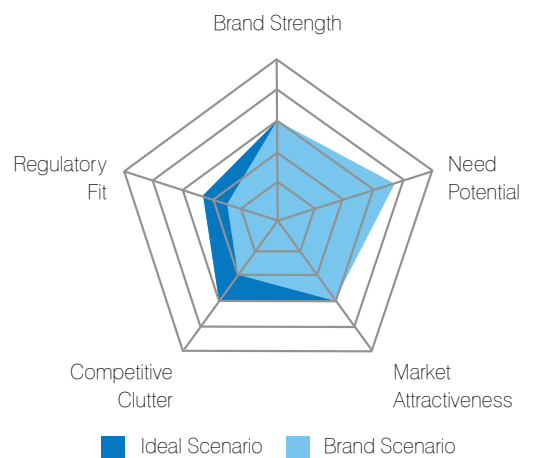
Market Attractiveness: Current market dynamics, unexplored markets and segments; self-medication tendency for the therapy area



Competitive Clutter: Direct/indirect competition; comparative evaluation of competitors in terms of positioning, pricing, promotional activities along with brand performance



Regulatory Fit: Implications in terms of prescription status, pricing, distribution and promotion would be considered



Based on the brand potential, the business plan encompassing the **go-to-market strategy roadmap and P&L** implications is developed.

OTC PROXIMA™
GTM Approach

STEP 1

S.W.O.T. ANALYSIS

01



02

NEED STATE ASSESSMENT



MARKET STRUCTURE ASSESSMENT

03



04

OPPORTUNITY ASSESSMENT



STEP 2

05



WHERE TO PLAY

- Brand architecture
- Potential new formulations
- Formats (novel, if any)
- Target group focus, product positioning



HOW TO WIN

- Proposed Channel (OTC/ OTC/ Rx) for individual sku's within the portfolio
- Pricing strategy
- Investments needed
- P&L for 5 years
- Marketing Mix
- Sales forecast



06



If you have an OTX brand
and would like to explore
working with us..

Book a confidential
FREE 30 minute telecon

Write to
sreedevi.yallamrazu@havas.com

Also, avail a **free copy** of our
compilation of more than 50
innovations in consumer
healthcare which could provide
inspiration for your brand too.

To know more about CubeX,
visit our website, www.cubex.co.in.

