



# ARE YOU GETTING THE MOST OUT OF YOUR BRAND?

## BRAND EQUITY SOLUTION PINNAKLE® DELIVERS UNREALIZED BRAND OPPORTUNITY

Kantar Health’s brand equity solution, PINNAKLE®, seamlessly integrates multiple information sources and pinpoints relevant key performance indicators to deliver a holistic view and action-ready blueprint for finding your unrealized brand opportunity and maximizing commercial success.

A framework for life sciences companies to create winning brand strategies and to course correct as needed, PINNAKLE combines the core components of launch success – brand access, brand execution and brand experience – under a single, analytical framework.

This provides invaluable forward-looking insights that are predictive of future in-market performance – helping clients understand exactly what actions to take to grow their brands.

PINNAKLE’s proprietary methodologies measure how far your product could go in the market, and most importantly, how to get there.

During pre- or post-launch, Kantar Health supports your brand’s success by:

- + Preparing you for launch
- + Offering healthcare specialization backed by our vast prescription and consumer expertise
- + Taking into account all relevant stakeholders, including patients, KOLs, physicians and payers

Key questions addressed include:

- + Is your brand reaching the real peak of its sales curve?
- + Are you taking a holistic view of brand experience, access and execution strategies?
- + What concrete actions should your brand take to achieve unrealized brand opportunity?
- + What can be done pre-launch to maximize brand potential?

## AT A GLANCE

Kantar Health’s framework for brand growth, PINNAKLE®, uncovers unrealized brand opportunity, measures and optimizes brand performance, and improves customer experience across the product lifecycle.

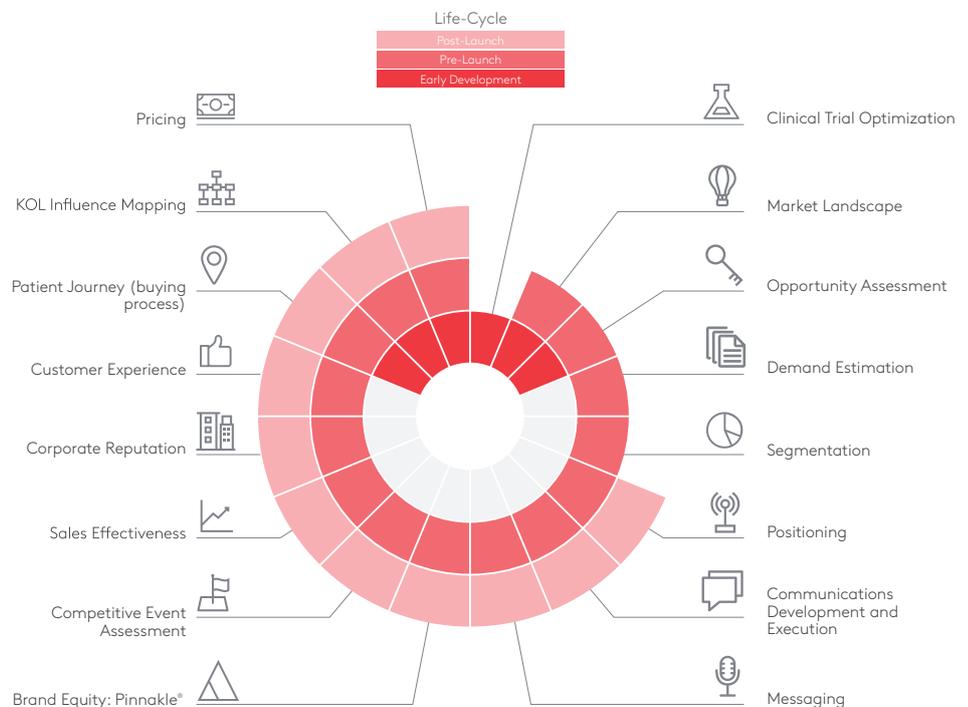
PINNAKLE doesn’t just track the past, it’s forward looking and predictive of future in-market performance, helping clients understand what actions to take in complex healthcare markets.

# MARKETING INSIGHTS

Kantar Health's brand equity solution, PINNAKLE, is part of our Marketing Insights capabilities, which have been applied to hundreds of product launches across multiple geographies and stakeholders.

Marketing Insights is the foundation of our expertise, with capabilities that span the product lifecycle from early development to post-launch activities. Marketing Insights addresses our client's business issues at all stages of the product lifecycle.

## KANTAR HEALTH MARKETING INSIGHTS GLOBAL FRAMEWORK



### FOR MORE INFORMATION

Please contact us at [info@kantarhealth.com](mailto:info@kantarhealth.com), or visit us at [www.kantarhealth.com](http://www.kantarhealth.com).

### WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.