

6. Developing category tactics as pricing, promotions, penetration, and product assortment.
7. Implementation the plan.
8. Review.

The entire category management process, excluding implementation, requires between 16 and 24 weeks. Organization needs a team of multiple people, external consultant, or facilitator to organize and run each category plan. Effective category management requires a category manager to be assigned to each category. Depending on the size of the company and the number of business units, it may be possible for one person to be responsible for multiple categories.

Hence, category approach is good opportunity to improve management of the pharmacy product range.

UNBRANDED PHARMACEUTICAL CAMPAIGNS AS A PROMISING TOOL IN PHARMACEUTICAL MARKETING

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The classic set of pharmaceutical marketing tools includes direct-to-consumer advertising, point-of-sale advertising, public relations, sales promotion, sponsorship, branding, and others. The possibility of realizing companies in the digital environment enriches this set of tools: from search engine optimization and targeting to social networks and influence marketing. The healthcare sector, particularly pharmaceutical companies, operates under unique marketing regulations due to the intricate nature of medical treatments. These regulations restrict the information that can be shared publicly, creating challenges for extensive advertising campaigns. Responding to this, such a relatively new marketing tool as unbranded pharmaceutical campaigns is gaining more and more use.

The aim of this work is to analyze and describe unbranded pharmaceutical campaigns as a promising tool in drug promotion, as well as their importance and challenges and planning.

The paper uses methods of descriptive marketing analysis, retrospective analysis, and case study.

Nowadays, pharmaceutical companies use mix of both direct-to-consumer advertising and unbranded pharmaceutical campaigns. Unbranded pharmaceutical campaigns is a good way to promote prescription-only medications. This marketing strategy aims to create awareness of medical issues in the health sector. While branded advertisements highlight benefits of a specific product as a therapeutic option with the purpose to sell this product and raise brand recognition, unbranded commercials focus exclusively on illnesses, avoiding promoting specific medicine or brand.

The primary goal of unbranded campaigns is not to promote any medicine or pharmaceutical brand but to educate patients and raise awareness of certain illnesses. As a result, both patients and healthcare providers obtain a thorough

understanding of the diseases, how to prevent them and the appropriate treatment techniques.

Data from scientific literature witness that unbranded pharmaceutical campaigns are widely used in such areas as mental health, vaccination and immunization, antibiotic use, sickle cell awareness and so on.

In some countries and parts of the world, mental health is often neglected or not considered a health issue, but numerous campaigns exist to change the narrative around that. As a result, there is increased attention on mental illnesses because of the recent mental health campaigns. This has raised more awareness for patients and healthcare professionals and reduced the stigmatization around it.

Because of the emphasis on vaccination and immunization in unbranded pharmaceutical campaigns, topics have become familiar concepts in significant parts of the world. However, most of these campaigns focus on highlighting the importance of vaccines and immunization, making them increasingly recognizable and understood globally.

The alarming rise in antibiotic resistance has become a significant worry. Instead of merely promoting specific brands, it's important to correct the misconceptions surrounding antibiotic use.

Antibiotic resistance campaigns aim to enlighten patients and healthcare providers. Without this awareness, antibiotics may lose effectiveness, rendering them ineffective in the face of infections. Hence, there is a need for unbranded campaigns to safeguard the potency of antibiotics.

Sickle cell anemia, a potentially fatal disease, has garnered significant attention due to its high mortality rate. Extensive research has revealed that it is a genetic disease and ways to prevent it. Companies like Vertex Pharmaceuticals played an active role in improving the lives of sickle cell patients. Through online campaigns and community partnerships, they are actively contributing to supporting those affected by this condition and fostering healthier lives.

Unbranded pharmaceutical campaigns extend far beyond immediate profits. Instead, they promote a pharmaceutical company's mission, highlighting a shift from mere profit gains to fostering trust and credibility. This type of campaigns contributes to public well-being in different ways. Firstly, they assist healthcare practitioners with the information and data they need to approach such diseases. Secondly, patients became bold enough to talk about their ailments and recognize the consequences if they don't seek treatment. Then, they enlighten the public about the preventive measures to avoid such diseases and reduce the stigmatization that accompanies certain diseases. Finally, these campaigns can help to raise funds to combat the spread of such diseases.

In the digital era, a pharmaceutical company has a lot of opportunities to provide information to the public via digital means, such as social media awareness, host webinars for healthcare practitioners, blogs and websites, graphics and video campaigns, television shows and academic conferences for eligible students.

Hence, well planned and organized unbranded pharmaceutical campaigns can become an additional help in the arsenal of marketing communications tools of drug manufacturers, especially in promoting prescription-only medicines.