

OBSESSION WORKS
HERE ARE 5 CASE STUDIES TO PROVE IT.

Brandpak Building Solutions™
for creating and sustaining superior brand equity



PACKAGING REFLECTS THE QUALITY OF YOUR BRAND.

Is your brand packaging getting noticed?

Does it reflect the 'premiumness' of your brand?

Does packaging communicate the strengths of your brand?

Can it create a truly **DIFFERENTIAL ADVANTAGE?**



INNOVATIVE PACKAGING ADDS TO THE TOP LINE.

Packaging is the medium by which your brand is seen and noticed.

It is how users first experience your brand.

Truly innovative packaging can enhance your marketing strategy and significantly contribute to sales.



PACKAGING IS A POWERFUL INFLUENCER.

A few years ago, marketing a prescription brand was all about targeting doctors.

Now patients and pharmacies are equally important.

Unique packaging can help prevent brand shift.

It can also aid in creating a favourable shift to your brand.



DISCOVER THE BENEFITS OF INNOVATIVE PACKAGING.

Unique packaging helps you
address 5 key concerns:

- Counterfeits
- Compliance
- Convenience
- Communication
- Cost

Other Important benefits:

- Brand differentiation
- Brand rejuvenation
- Rx to OTC shift
- Premium image
- Innovator/Global identity
- Parallel trade
- Corporate branding
- Life cycle management



BILCARE – CREATING PACKAGING THAT COUNTS.

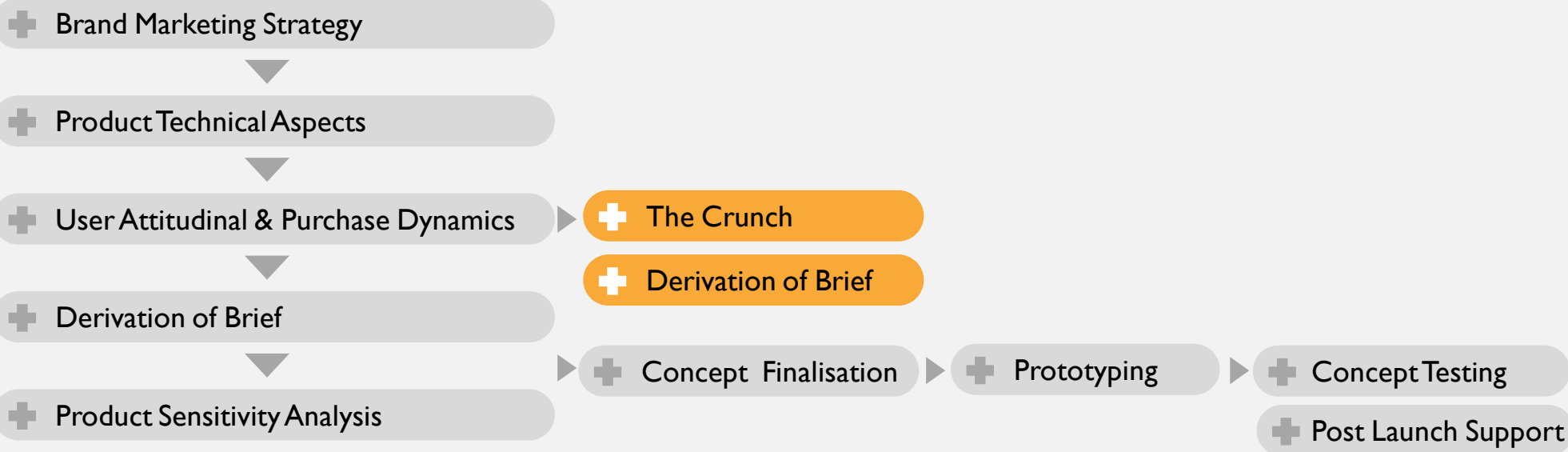
We can provide innovative packaging solutions that address the needs of your brand both in function and in design. At the same time, we even anticipate the future needs of your brand. Talk to us and see how we can help make your brand really powerful.



THE BELIEFS THAT GUIDE US.

- Innovative packaging has the ability to influence sales and can help a brand get ahead of its competitors.
- Our packaging solutions provide specific answers to specific problems.
- Identifying problems is the first step to success in the market place.
- Our approach to develop innovative packaging solutions is aggressive, organised and disciplined.

Brandpak Building Solutions™





COUNTERFEITS CRIPPLE BRANDS & BOTTOM LINES.

China	10%	<ul style="list-style-type: none">▪ Impact on health and economics▪ Casualties huge but not quantifiable▪ Lost revenue, liability and brand integrity
India	10%	
Russia	12-30%	
Nigeria	40-60%	
Germany	4% (growing)	
USA	5% (growing)	
WW	6-7 or 9 or 10% (various sources)	

Source: WHO, GPHF, IFPMA surveys & estimations of CP in various countries

WHY PATIENTS BEHAVE THE WAY THEY BEHAVE.



- Patients understand the genuineness of a prescription brand by its packaging design (unique color, graphics, style....).
- Simplicity in using colors (one or two colors) was found to aid brand recall.
- Color identity is more associated with blister packs than bottles.
- Anti-counterfeit measures like holograms are not seen to have consumer discernable/brand identity features.
- In some cases 'color branding' seems to score over 'brand name.'



PATINA, ULTRA & ULTRA TX ENSURE THAT
COMPLIANCE, COUNTERFEIT & STABILITY
WILL NEVER BE A CONCERN AGAIN.

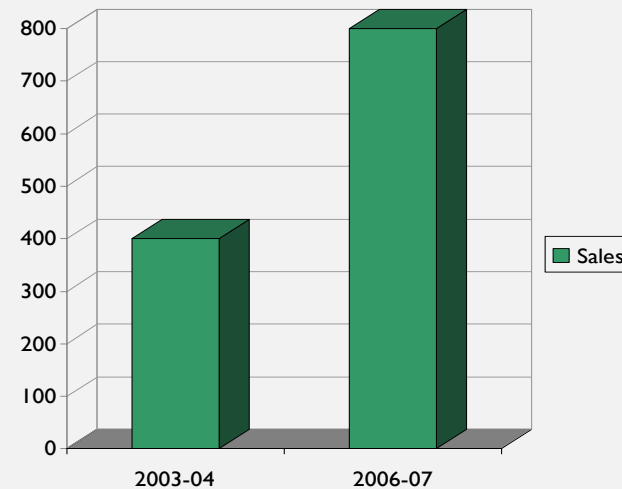
- Packaging innovations that make your brands noticeable and easy to recollect.
- Technologically advanced, patented blister film for pharma use.
- Offers exclusivity of color for brands in respective therapy segments.
- B to B supplies to eliminate any supply-chain slip-ups.
- Available in a wide range of WVTR values –
Patina: 2.0, Ultra: 0.45 to 0.27, Ultra TX: 0.36 to 0.20
- Unique colors and shades developed in short lead time.

Case Study I – Shelcal
(Patina - Silver)

VS.
COUNTERFEIT

SHELICAL PACKS OF IMITATIONS.

- Brand was stagnating before the change in packaging.
- Therapy segment was growing at less than 5%.
- Sales doubled in three years after change in packaging.
- Counterfeit & pass-off was completely arrested.
- Marketing strategy was activated & field morale got enhanced.





COMPLIANCE

UNOKIT TELLS PATIENTS WHAT TO TAKE AND WHEN.

*Case Study 2 – Unokit
(Ultra – Gold)*

- The formulation is an H.pylori kit with three different drugs, with a different dosage regimen.
- The challenge – ensuring compliance with such a complicated dosage schedule.
- This has been made simple with a compliance pack with dosage indicators for each of the formulations.
- visual cues to indicate dosage to make it easy for patients to comprehend.

*Case Study 3 – Belong
(Patina – Peach)*

CONVENIENCE

BELONG RECOGNISES A WOMAN'S NEEDS.

- Belong is a formulation meant for menopause problems.
- Unlike the Al. Pack which is difficult to carry and maintain in a purse, the compact blister pack proved to be a better option.
- It is peach colored, in keeping with feminine colors, and helps ensure continuation of therapy.
- The pack was well received by doctors and well accepted by patients.

Case Study 4 – Perinorm
(Patina – Gold)



PERINORM'S PEDIGREE
NOW REFLECTS IN THE PACK.

- The brand is meant for nausea/vomiting and is available in small tablets.
- The challenge – to distinguish Perinorm from generic substitutes and look-alikes that ride on the brand's equity.
- The branding was very poor and small in size/not readable.
- Packaging was changed to a new and unique brand identity using Patina Gold.
- The branding was made prominent with stiffener on the blister slide.
- The golden color for the blister film is in line with the brand's positioning as a gold-standard anti-emetic. The packaging is unique and integrates with the marketing strategy.

*Case Study 5 – Amaryl
(High barrier blister film)*

COST

AMARYL NOW IN A BARRIER PACK.

- Amaryl was available in a cold form pack when launched.
- The formulation was sensitive and needed high barrier protection.
- It was shifted to a high-barrier blister film.
- The pack is compact and boasts of superior aesthetics.
- This change also had another critical benefit – lower packaging costs.



INNOVATIVE PACKAGING SPEAKS VOLUMES ABOUT YOUR BRANDS.

- The market is highly competitive, with plenty of me-too products.
- A unique packaging solution creates a distinct identity for your brand and helps differentiate it.
- We provide packaging that reflects the qualities of your brands, their core strengths and their distinct advantages.



w w w . b i l c a r e . c o m

To know more about how we can help you build more powerful brands, contact
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