

THE “WHY” BEHIND OMNICHANNEL

AOR's role in omnichannel strategy & interdisciplinary collaboration

October 4, 2023

JUICE
PHARMA

The “Why” of Omnichannel

INTEGRATED CUSTOMER EXPERIENCE

Why we need CX engagement vision for the brand
The value of a true CX journey
MarTech capabilities to power effective CX solutions

THE EVOLUTION OF MARKETING



TRADITIONAL MARKETING

- Start with brand strategy
- Create brand messaging
- Distribute messages out

PROBLEM

Pushes your brand message out and hope it resonates

CUSTOMER CENTRIC

Define data-based persona segmentation and journeys

Identify preferences and habits

Create touchpoints that address targets true needs in the moment

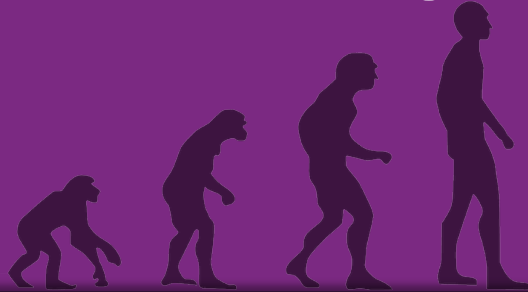
Deliver messages enveloped in an multichannel experience

PROBLEM

Only scratches the surface of why people make decisions. Assumes people are mostly rational.

Why do people make the decisions they do?

THE EVOLUTION OF MARKETING



TRADITIONAL MARKETING

- Start with brand strategy
- Create brand messaging
- Distribute messages out

PROBLEM

Pushes your brand message out and hope it resonates

CUSTOMER CENTRIC

Define data-based persona segmentation and journeys

Identify preferences and habits

Create touchpoints that address targets true needs in the moment

Deliver messages enveloped in an multichannel experience

PROBLEM

Only scratches the surface of why people make decisions. Assumes people are mostly rational.

CX ENGAGEMENT STRATEGY WITH BEHAVIOR CHANGE

- Powered by the science of human psychology and decision making to develop a deep understanding of the HOW and WHY audiences are behaving
- Recognizes that information alone does not lead to action; people are driven by motivation, opportunity and ability
- Connects with audiences through behavior change strategies proven to drive engagement and action

HOW DO WE BUILD CX ENGAGEMENT?

Brand experience
is differentiated
through:

VALUE

delivering messages, content, tools, and services that customers believe to be worthwhile

RECIPROCITY

creating opportunities for customers to communicate their desires and preferences

PRIVACY

safeguarding important health-related information so customers feel they can rely on our client brands

Differentiation through CX Engagement creates competitive advantage for brands

Customer insights that will drive a behavior change

WHERE are customers receptive to engagement?

- Consumption Data
- Channel Preference
- Social Engagement
- Location Data

WHAT kind of information do they need?

- Disease Education
- Product Information
- Patient Support
- Trusted Experiences

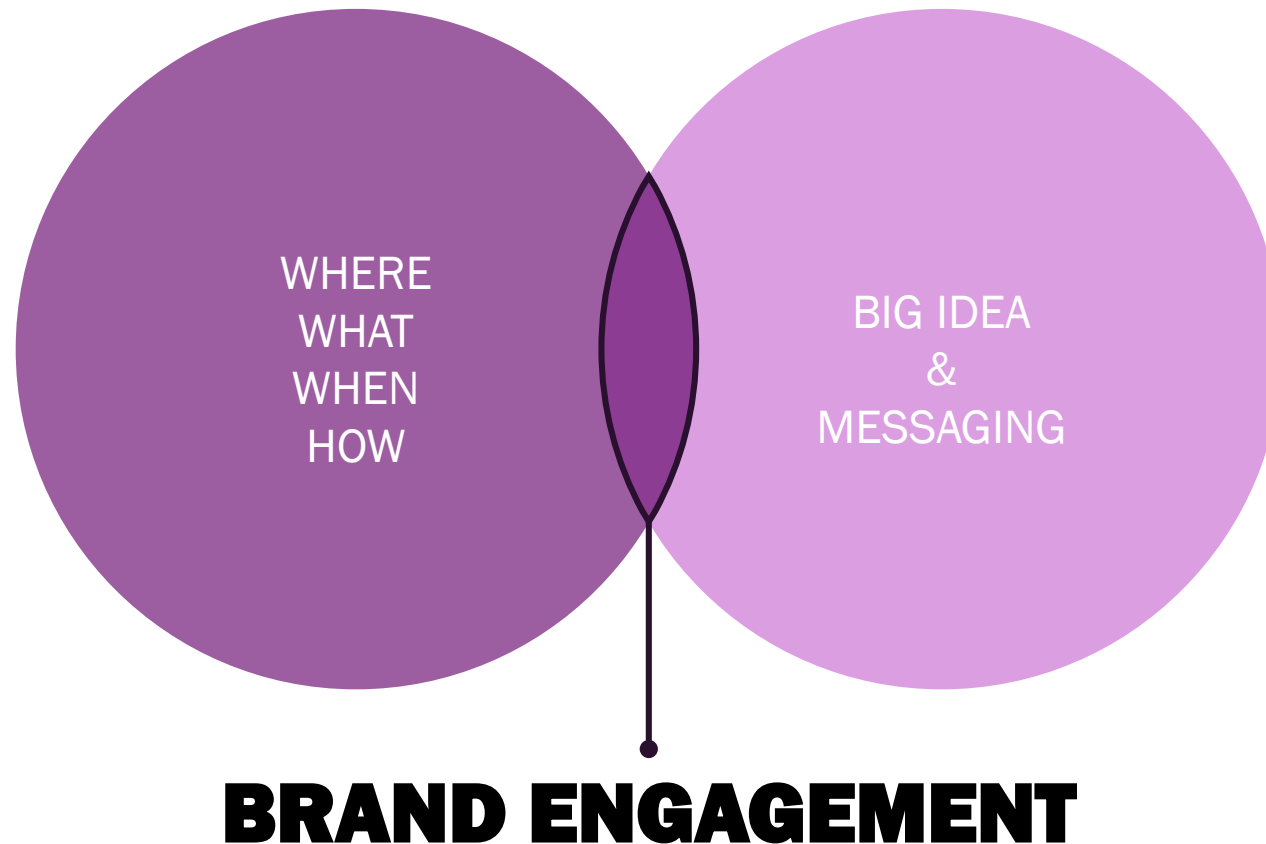
HOW do they prefer to engage?

- Content Type
- Short Form / Long Form
- Device Preference
- Personal / Non-Personal

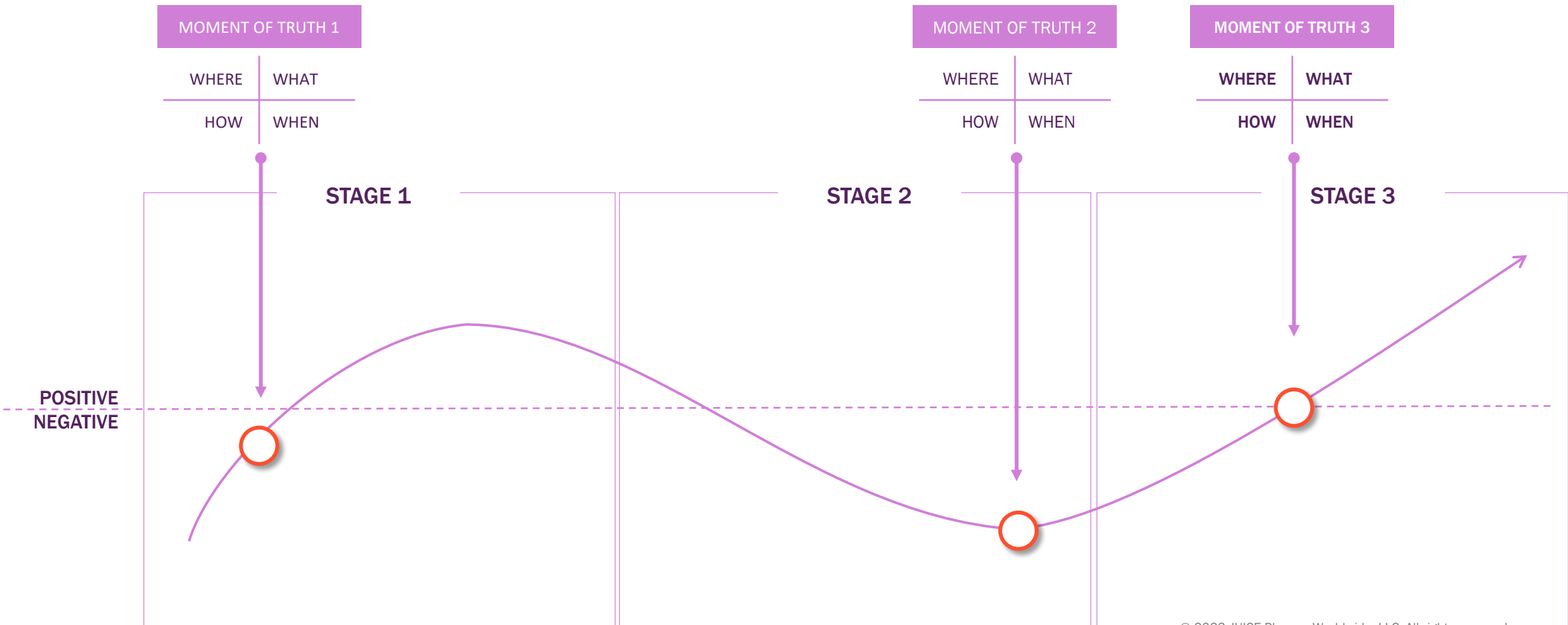
WHEN do they want to engage?

- Treatment Journey
- On/Off Times
- Cadence / Frequency

Uncovering the greatest impact where customers will be most receptive to a brand engagement

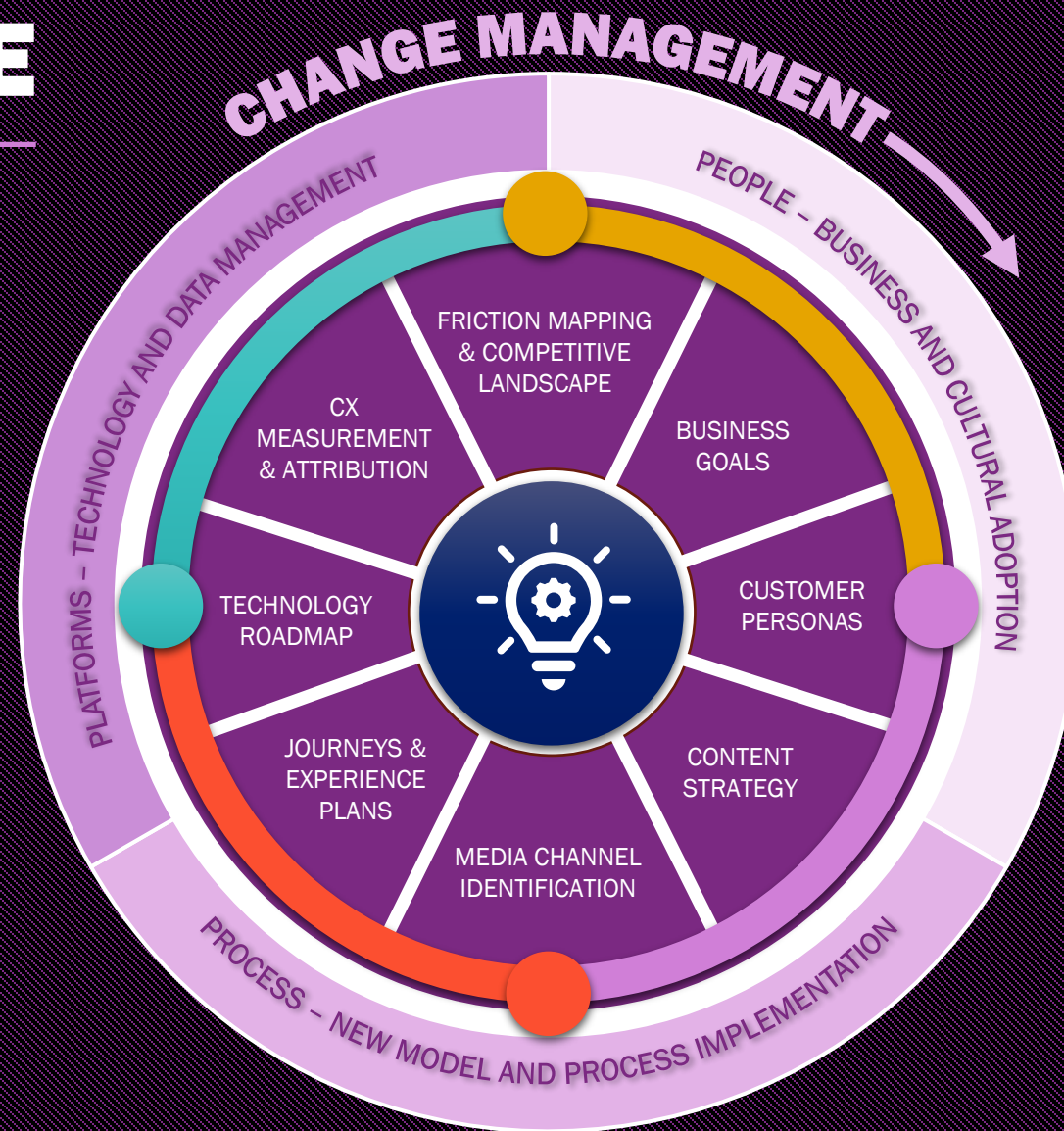


Uncovering the greatest impact where customers will be most receptive to a brand engagement



CUSTOMER EXPERIENCE

CX ENGAGEMENT FRAMEWORK



CUSTOMER EXPERIENCE

ENGAGEMENT ECOSYSTEM

CX ENGAGEMENT STRATEGY



ENGAGEMENT ANALYTICS



CRM ENGAGEMENT STRATEGY



MEDIA ENGAGEMENT STRATEGY



CUSTOMER EXPERIENCE

CX ENGAGEMENT STRATEGY

ENGAGEMENT ANALYTICS

CRM ENGAGEMENT STRATEGY

MEDIA ENGAGEMENT STRATEGY

- Understand the relationship brands have with customers
- Identify points in that relationship—and in customers' lives—where a brand can make a meaningful impact
- Plan and optimize channel strategies
- Create differentiation through the interactions

CUSTOMER EXPERIENCE

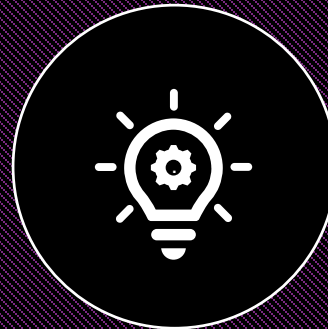
ENGAGEMENT ANALYTICS



CX ENGAGEMENT STRATEGY



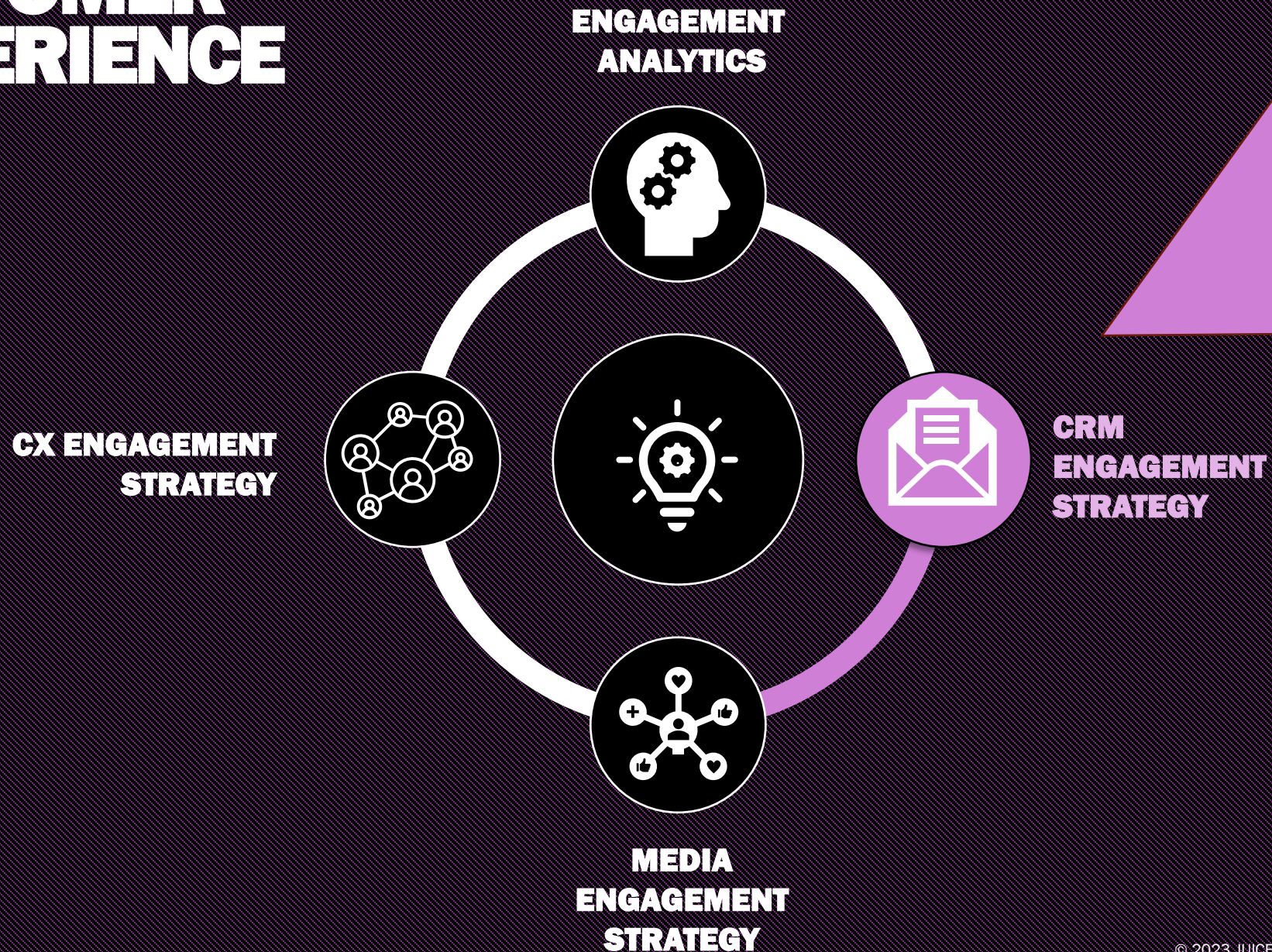
CRM ENGAGEMENT STRATEGY



MEDIA ENGAGEMENT STRATEGY

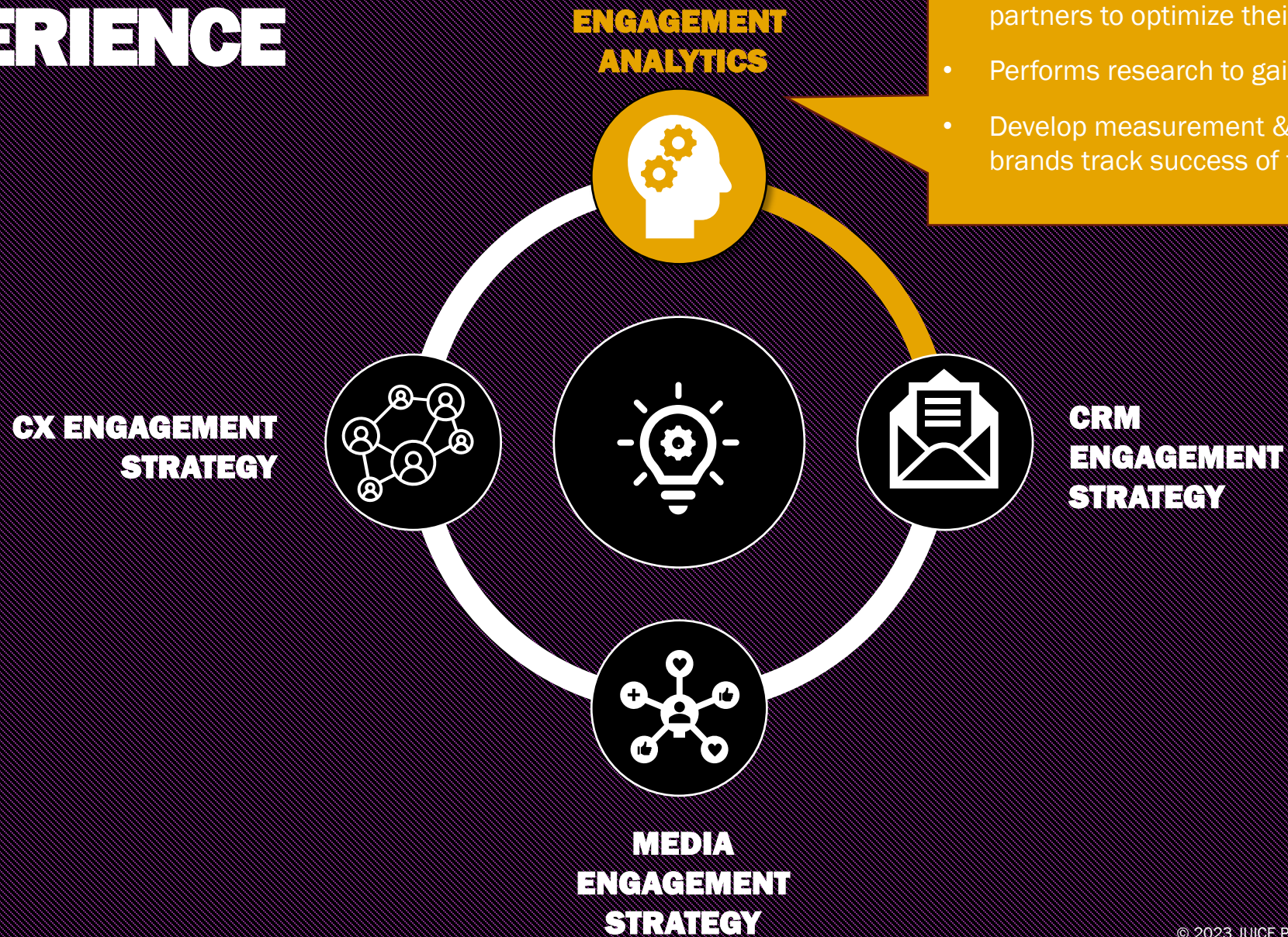
- Identify strategic opportunities to drive growth at launch and beyond through media channels
- Optimize brand exposure and position on paid, owned, earned & shared channels
- Discover the real-world discussion taking place on media platforms
- Understand motivators and challenges facing target communities

CUSTOMER EXPERIENCE



- Leverage customer engagement journey to identify the moments that matter to craft CRM communications
- Amplify lead generation strategy through social re-targeting to re-engage lost prospects and develop value-prop to drive registrations
- Leverage data and technology to enhance customer journeys that are audience-tailored and grounded in segmented profile behavior
- Craft briefs, POVs, best practices documents and BRDs for client communications
- Design testing and measurement plans to optimize performance and tactics

CUSTOMER EXPERIENCE



TECH STACK: WHERE TO START?

Steps to support your brand's CX vision with the right tech solution

REQUIREMENTS

It starts with your end customer goals and business objectives. What engagement model does your organization need to succeed in your competitive context? At a high level what is required to support this model?

ROADMAP

Design a solution architecture that you can scale and invest in over time. What must I buy vs. build – and what data must be securely integrated and managed to reach your MVP? Assess what part of the organization should fund operational capex and don't put all your eggs in one platform – diversify.

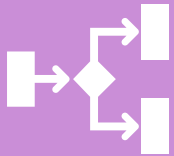
RIGHT-SIZE DEPLOYMENT

Phase your launch starting with your MVP or proof of concept. Learn what's working and address challenges as they arise. Look to reach your ultimate CX vision over two years not two months.

In conclusion

Omnichannel strategy is a natural extension of your brand strategy focused on creating excellent customer experience with the offering of your brand

Robust CX journey



Cross-functional
team aligned to CX
goal



Martech strategy
subordinate to CX
vision



Analytics/KPIs
aligned to CX
objectives



CASE STUDY

INNOVATIVE DEVICE LAUNCH IN HIGHLY COMPETITIVE MARKET

Challenge

An emerging biotech company needed a go-to-market plan for the commercialization of its first product, a novel delivery of a legacy molecule.

This launch required disease state awareness and branded campaigns to break through and convert—all without relying on spend or star power.

Crowded and ultra-competitive treatment landscape.

HCPs entrenched in how they treat, unwilling to disrupt established paradigms.

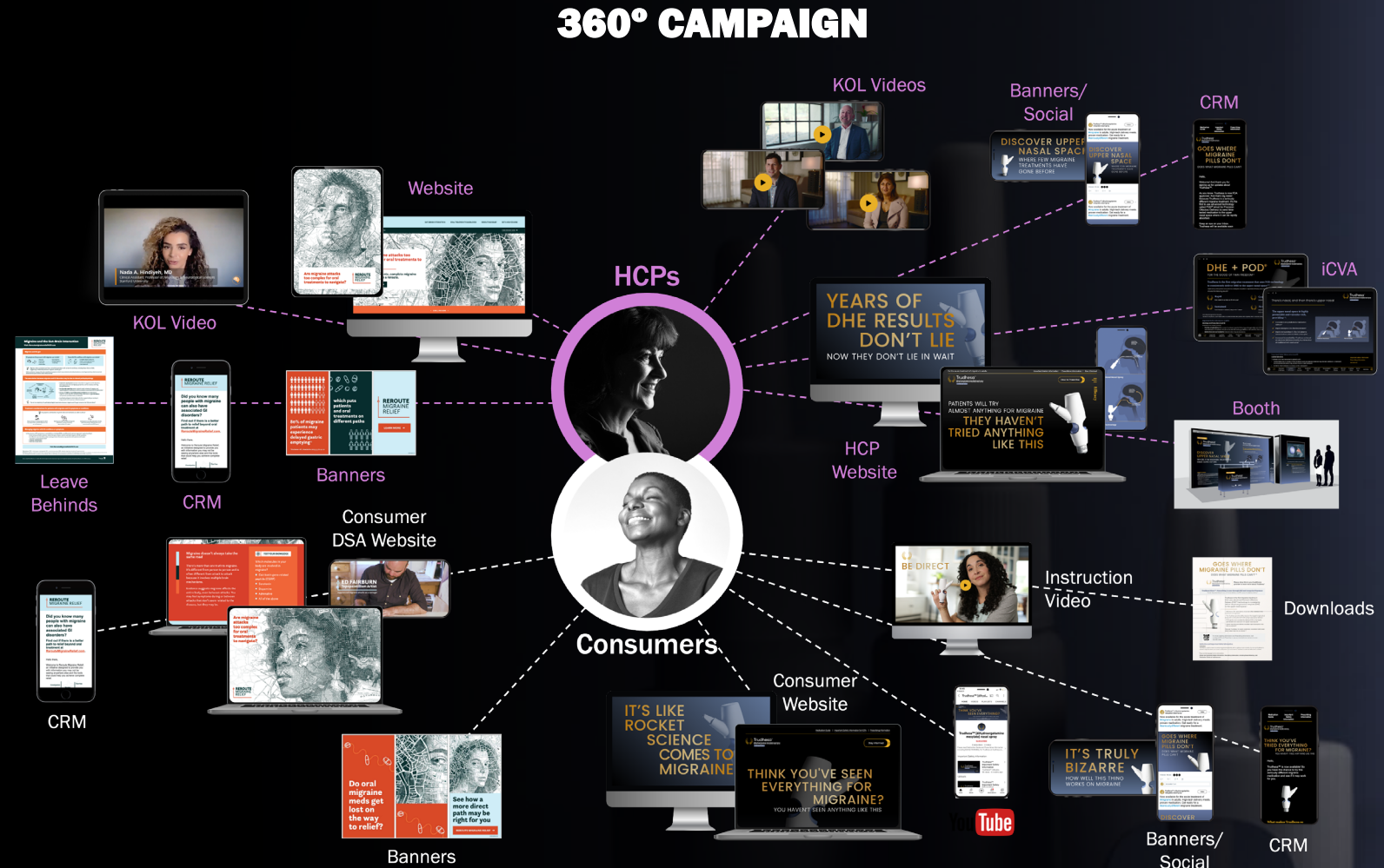
As AOR, JUICE led collaboration across agency partners, including media and public relations

Strategic Thinking

We leveraged the product's challenger advantage: rapid pain relief at any point in a migraine attack, delivered by innovative device.

Our focus was establishing the product's key differentiator, using specific use case to disrupt the treatment status quo:

“While the product may not be for every migraine, every patient should have the treatment in their toolbox”

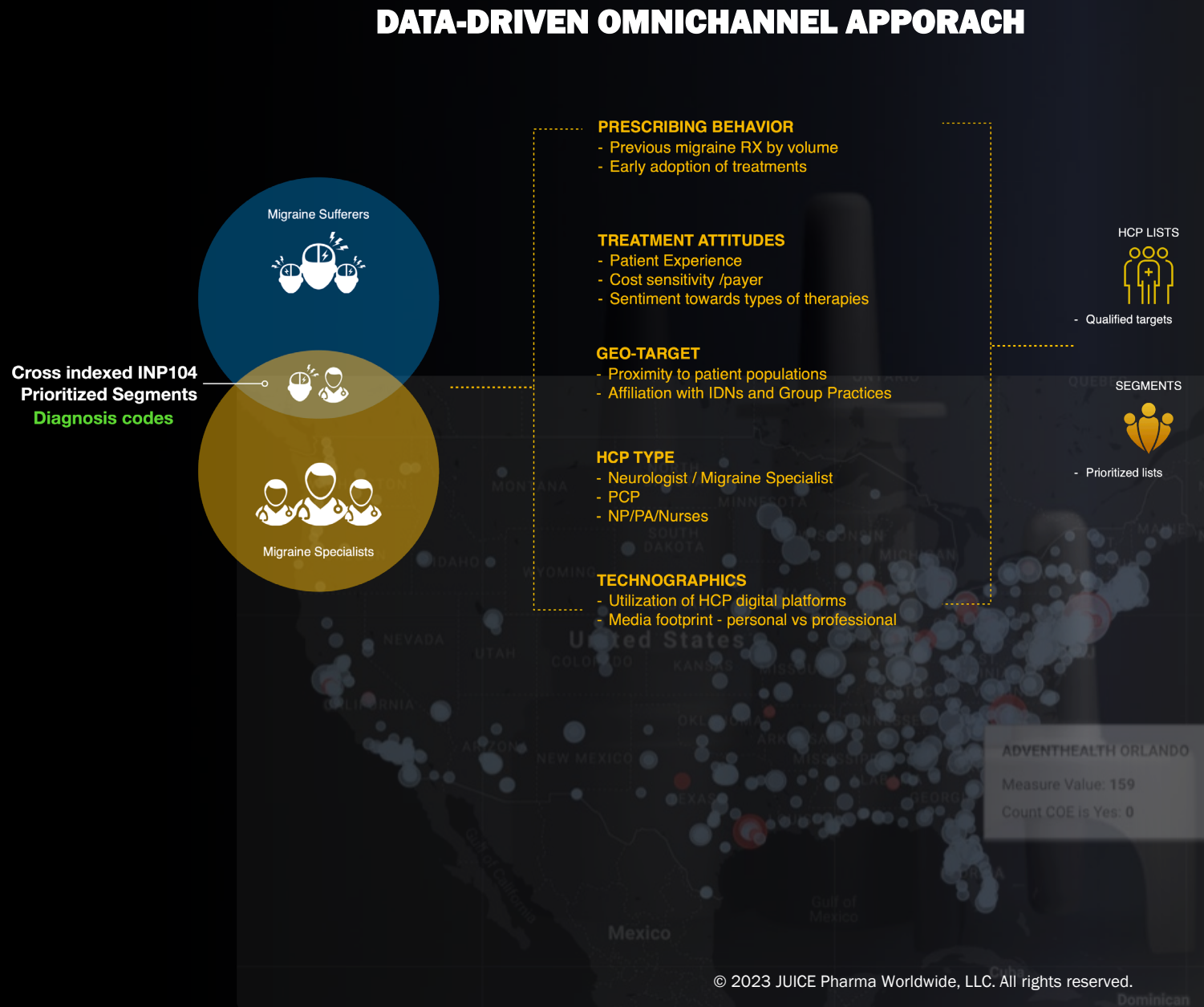


“Target Smart not Hard” Approach

With the realization that we could never outspend the competition, the goal was to regionally define a subset of prescribers both familiar and attitudinally aligned with a new modality of this highly effective migraine treatment.

We designed a predictive model utilizing combined data-sets to cross-index prescribers at migraine centers with a regionally high volume of dissatisfied migraine sufferers – to the zip 3 level.

This model allowed us to craft a test-case to benchmark the impact of targeted omnichannel engagement against a traditional approach – leading to exceptional results.



Solution

The HCP campaign emphasized the device itself, and that patients could rely on the product when they really need it, when other products may not be effective. This was done flawlessly under an extremely accelerated timeline.

The predictive model powered bi-lateral and synchronous engagement of target HCPS and patients across key markets that included:

1. Paid media awareness across professional, endemic, programmatic, search and social.
2. Activation of professional and patient macro and micro influencers including DOLs.
3. Lower funnel CRM driving cross-pollination from unbranded to branded engagement to drive HCP / patient discussion and brand request,
4. Close collaboration and feedback from the field team facilitated rapid identification of needs post-launch, allowing the team to respond with competitive messaging and collateral utilizing RTEs, Core Sales Aid, HCP retargeting tactics (website, banners, social), and KOL digital engagements.

45M+

Impressions and
18K visits to patient
website in 1st month

22%

Share of Acute Branded
Market NBRx among
initial top target HCPs

89%

Overall Rx generated by
HCPs engaged in targeted
program



DTC DSA CAMPAIGN OF THE YEAR

CONNECT: KATYA PETROVA @ JUICE PHARMA



Chief Business Officer

kpetrova@juicepharma.com

212.229.3909x1124

juicepharma.com

LI: @juicepharma

IG: @juice_pharma