Wyeth Pharmaceuticals in 2009: Operational Transformation

CaselSM.com
Wyeth Pharmaceuticals in 2009: Operational Transformation

CaselSM.com
BUSINESS OF THE DAY

Wyeth S26 Mama

Phase 5

Phase 4

Phase 3

Phase 2

Phase 1

Phase 6

AGENDA

About the Company

About the Product

Campaign Information

Competitors

Role Play

Evaluation & Assessment

CaselSM.com
Formerly known as Pfizer Nutrition is part of Nestlé S.A

Product range caters for pregnancy, growing up kids, picky eaters and adult nutrition
Campaign Objectives - S26 Mama IS T2

Recruit new users

Convert competitor brand users to S26 Mama

Create awareness about new improved formula and packaging of S26 Mama
Our Potential Customers Could be Those.....

Group A

Aware of Maternal Formula

- Competitor Brand User
  - Used S26 Mama before
  - Never used S26 Mama before
- Existing User
- New User of Maternal Formula

Potential Customers

Group B

Not Aware of Maternal Formula

CaselSM.com
Potential Customers

Competitor Brand Users

Not aware of maternal formula/new users of maternal formula

Existing Users

Different group of customers...Different sales pitch!!
in comparison with the old S26 Mama

Now with Choline & Oligofructose

2x DHA

86% less fat

similar to the old formula

Iron

Folic Acid

Calsium

CaselSM.com