

Analysis of the market positioning strategy for Brilinta of Astrazeneca Company in Hanoi market

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Summary: *Product positioning plays an important role in making marketing messages memorable and compelling target consumers to take action. This study aimed to analyse product positioning strategies for Brilinta (Ticagrelor), a prescription medication for heart attack or severe chest pain of Astrazeneca. A cross-sectional survey of 75 cardiologists was conducted at 4 hospitals in Hanoi in 2014. Over 80.0% of the respondents agreed the messages made differences and superiority for Brilinta as compared to Plavix (Clopidogrel). All the respondents agreed with three out of five messages 'simplify treatment decision' of Brilinta. The majority of doctors (71.3%) remembered two messages 'more' and 'improved outcomes start here' of the product image. Regarding target patients, 76.0% of the respondents chose Brilinta for high-risk patients except for patients using Clopidogrel 600 mg dose. Given these results, product positioning strategies for Brilinta achieved the company's goals.*