

BACKGROUND

Teikoku Pharma USA, Inc. is a leading innovator of high quality transdermal drug delivery systems (TDS) used in hospitals, clinics and homes around the world. While its Japan-based parent company, Teikoku Seiyaku is the largest manufacturer of hydrogel patches in the world, the company's presence in the U.S. has been very quiet as it has served as a "private label" manufacturing partner for several leading pharmaceutical companies.

OBJECTIVE

Tired of being a silent player in the world of pharmaceuticals, Teikoku engaged HBG Health in December of 2006 to help develop a brand strategy and launch a marketing plan for bringing the company's first consumer product to market in the United States. The product — an occlusive therapeutic patch clinically proven to aid in the treatment of psoriasis — presented an opportunity to create a name for the company in the U.S., while also providing an important adjunctive therapy for millions of psoriasis patients and the physicians who treat them.

HIGHLIGHTS

Conducted research with psoriasis sufferers and dermatologists to drive the development of the strategy for brand and product launch.

Presented recommendations for distribution, pricing and customer service to position the product for a successful launch.

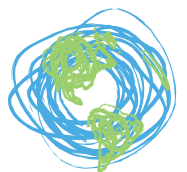
Developed an overarching brand strategy for the product that paired Teikoku's rich history with its innovative hydrogel technology.

Created and branded a new category for the technology that delivers the product benefits — Hydrohesive™ — incorporating the product's water content and adhesive nature into the name. This new category allows the company to brand its future hydrogel products within the same realm, creating an ownership of the category in the market.

Created a name for the product — Envela — which exudes the concept of protection, as in "to envelop." In addition, "vela" means "to cover." Finally, the "ah" sound at the end personifies the feeling consumers should have as they use the product and see improved results.

Developed marketing strategies to target dermatologists and consumers to generate awareness, drive trial and create advocates who would use Envela repeatedly.

Provided a robust, cost-effective marketing plan to launch the product with dermatologists and consumers, including a website, SEO, online and trade advertising, physician education, PR, direct mail, collateral, instructional video and product displays.

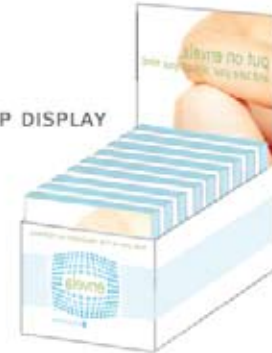




BROCHURE



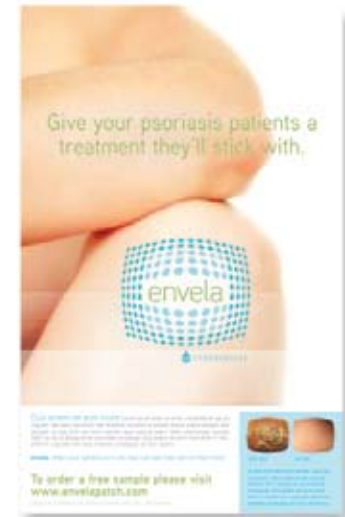
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