

# Novartis' Gilenya: Navigating the Interplay Between Drug Innovation, Pricing, and Reimbursement in Different Countries' Health Care Systems

## They can also develop:

- Apps for bb, iphone, ipad, sms that make browsing the episodes easier and keep the viewer updated with the latest news.
- More developed video game
- Ads on airplanes on MEA
- The new digital billboards
- Ads in malls
- Participation in festivals



[Picture (Open... (Page)]

Were about to develop the building and then respect  
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[Products:]

We believe that products were released too soon (t-shirts)  
We don't think shankaboot has enough audience to start selling products  
It's not a bad idea  
But if they waited until they reached a very large number, products will be more  
desired (they can add to the collection: mugs, hats, laptop skins, telephone  
skins...)

[ The main problem shankaboot is facing:

Their marketing campaign isn't  
that strong to capture a large  
number of audiences.

[ Suggestion:

Suggestion:  
- having a huge marketing  
campaign in places where young  
people are (Universities, schools,  
movie theatres...)  
- They can launch a campaign, a  
one month campaign perhaps  
where they attend each school and  
university for 2 or 3 days and they  
distribute dvds of a few episodes,  
set up computer stations where  
students can watch episodes, talk  
to the students, have a conference,  
ask the students what they're  
looking for... and accordingly work.  
It will cost a lot of money but we  
believe it's worth it.

# TV appeal

Participating in TV shows and watching TV saw it and learn. But the target audience is older audiences who have shown TV trailers of the awareness for the TV series all about the series and Suleiman, the character where topics of each episode are on the website.

# Thecasesolutions.com

## Novartis' Gilenya: Navigating the Interplay Between Drug Innovation, Pricing, and Reimbursement in Different Countries' Health Care Systems

Thecasesolutions.com

The drama series takes us into the beating heart of modern Beirut street life in season one and the Bekaa valley in season two through the eyes of Suleiman, a 15 year old, happy go lucky delivery boy, along with a host of other memorable characters.

[Facebook post]  
The cases solutions.com is a great resource for anyone interested in pharmaceutical industry news and analysis. I highly recommend it!

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# Thecasesolutions.com

- The world's first Arabic Web Drama Series

Shankaboot is produced by Batoota Films in Association the BBC World Service Trust

# Countries' H

[Thecasesolutions.com](http://Thecasesolutions.com)

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Thecasesolutions.com  
Shankaboot's multiplatforms:

# Thecasesolutions.com Website :

Shankaboot episodes are available on [www.shankaboot.com](http://www.shankaboot.com) with features and trailers on you tube

The screenshot shows the homepage of the Shankaboot website. At the top, there is a navigation bar with the website's logo in Arabic and English, and a language selector for 'عربي' and 'ENGLISH'. Below the navigation bar is a large image of a man and a woman looking out at night. The main content area features a navigation menu with links for HOME, EPISODES, CHARACTERS, EVENTS, FORUMS, PRESS, and CREDITS. There are four main promotional blocks: 1) 'Find us on Facebook' with a Facebook logo and a video player for 'Shankaboot Yara is in town!'. 2) 'INSIDE SHANKABOOT 06' featuring a woman's face and the text 'Why Beirut? III'. 3) 'TWEETS' showing two tweets about the show. 4) 'BUY SHANKABOOT T-SHIRTS' with an image of children wearing t-shirts. The website also includes a footer with social media links and a 'FOLLOW US ON' button.

# → Suggestions:

The Home page contains a lot of information that might get a New visitors lost and confused. It might get them uninterested.

They could put a brief introduction about Shankaboot b4 showing all these info.

We have a bad internet connection in Lebanon. Some surfers wait more than half an hour to download an episode.

Shankaboot had to conform to the formatting needs of the internet and to lessen the downloading time and to keep the viewer's attention span, each episode had to be not more than 5 minutes.

Create competitions: best own shankaboot episode (the viewer should create his own shankaboot episode, the viewers vote for their best episode and the winner will act in the official shankaboot series as well as prizes.

The website should open its chat forum where fans can vote on and suggest plot changes, which the writers will then use to create future episodes.

The episodes of Shankaboot should be accompanied by their own Point and Click game allowing fans to interact with the characters.

Thecasestudies.com

# Youtube channel

It has Organized Videos and pl



# [ Youtube channel ]

It has Organized Videos and playlists

Customized background/appealing

Everything is clear and visible and not confusing

<http://www.youtube.com/user/Shankaboot?blend=2&ob=I#p/p>

The extra videos shankaboot are preparing are interesting and are a good way to keep the show in the minds of the audience as they prepare the new seasons

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