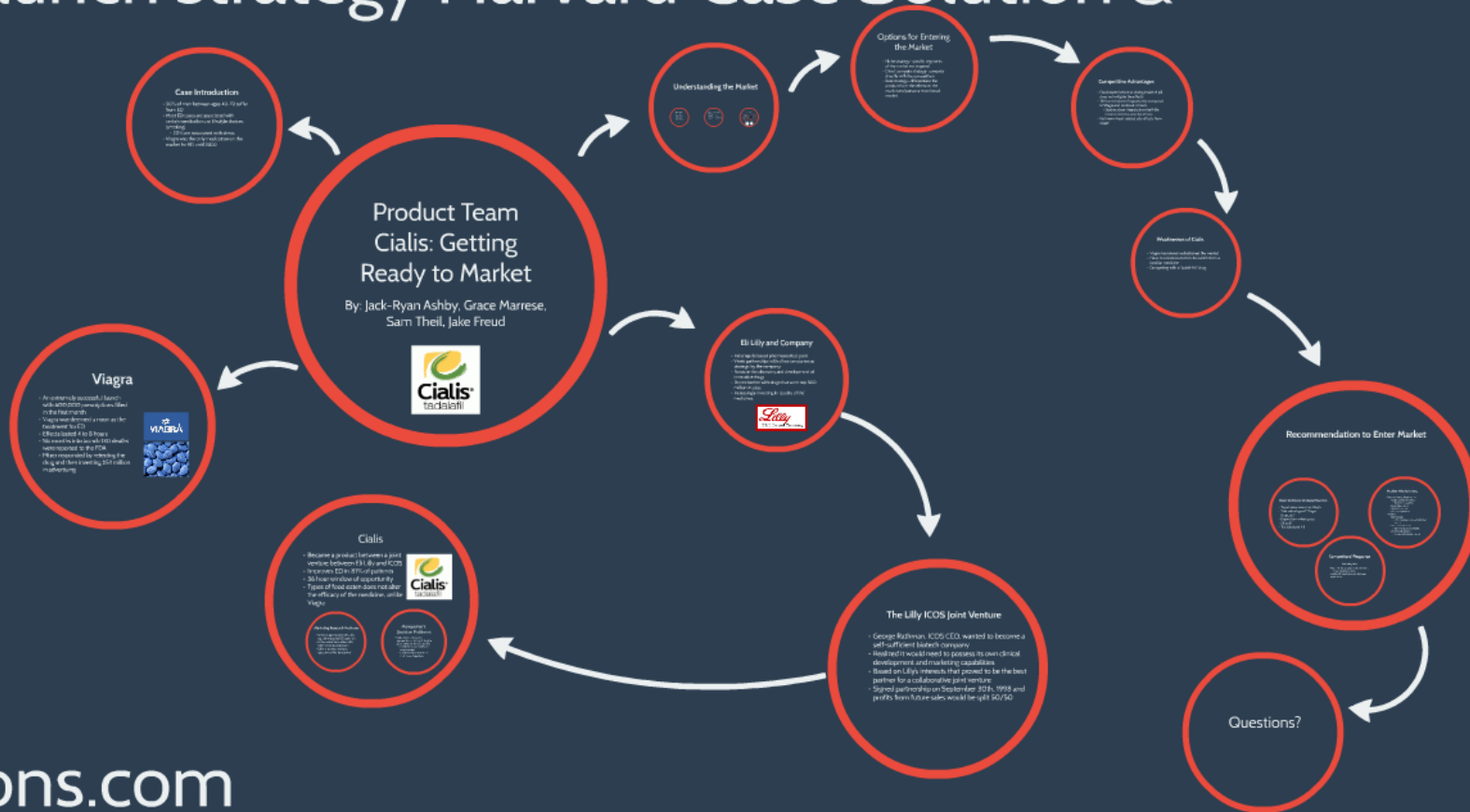


Cialis Market Launch strategy Harvard Case Solution & Analysis



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Product Team Cialis: Getting Ready to Market

By: Jack-Ryan Ashby, Grace Marrese,
Sam Theil, Jake Freud



Case Introduction

- 50% of men between ages 40-70 suffer from ED
- Most ED cases are associated with certain medications or lifestyle choices (smoking)
 - 20% are associated with stress
- Viagra was the only medication on the market for ED until 2002



Viagra

- An extremely successful launch with 600,000 prescriptions filled in the first month
- Viagra was deemed a noun as the treatment for ED
- Effects lasted 4 to 8 hours
- Six months into launch 130 deaths were reported to the FDA
- Pfizer responded by retesting the drug and then investing \$53 million in advertising



Eli Lilly and Company

- Indianapolis based pharmaceutical giant
- Views partnerships with other companies as strategic by the company
- Focus on the discovery and development of innovative drugs
- Do not bother with drugs that won't top 500 million in sales
- Increasingly investing in "quality of life" medicines



The Lilly ICOS Joint Venture

- George Rathman, ICOS CEO, wanted to become a self-sufficient biotech company
- Realized it would need to possess its own clinical development and marketing capabilities
- Based on Lilly's interests that proved to be the best partner for a collaborative joint venture
- Signed partnership on September 30th, 1998 and profits from future sales would be split 50/50

Questions?

