

# Product Team Cialis: Getting Ready to Market Harvard Case Solution & Analysis

TheCaseSolutions.com



# Product Team Cialis: Getting Ready to Market Harvard Case Solution & Analysis

TheCaseSolutions.com



# TheCaseSolutions.com

## The FACTS

WHO:

**Mark Barbato**

Executive Director & Global  
Product Team Leader

WHAT:

**CIALIS**

ED alternative drug.

WHY:

Hot Market + New  
Innovation

Market positioning?

WHEN:

**2002**

Recap?



**WHO:**

**Mark Barbato**

Executive Director & Global  
Product Team Leader

**WHAT:**

**CIALIS**

ED alternative drug.



**WHY:**

**Hot Market + New  
Innovation**

Market positioning?



**WHEN:**

**2002**

Recap?

# ISSUES

- Dominant **leader**: Viagra
- Cialis **entering the market**.
  - Positioning strategy?
  - Brand perception?
  - ~**\$350-500 million** to push drug in new market.