



- 5 C Model**
- Customers
  - Competitors
  - Company
  - Collaborators
  - Context

Arne MacDonald



**Product Team Cialis:**  
Getting Ready to Market

Group # 12

**Main Recommendations**

3 Possible Strategies:

- Niche
- Compete
- Beat

Paul Lunnell

**Niche**

- More realistic considering Lilly's marketing spending compared with Pfizer & Bayer
- Marketing limited \$266 budget
- 64% of Viagra sales
- 50% of generic Viagra sales who are international being Cialis
- Unique Viagra customers

Edin Lammich

**Compete**

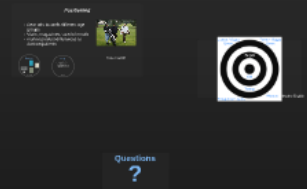
- Target whole market
- Pfizer broke down initial barrier with Viagra
- May face same stigma as Viagra

Edin Lammich

**Beat**

- Longer duration
- Easy Viagra not strong
- Easy time duration of competitors
- Carry over in comparison with better budget

Paul Lunnell



**Overarching Problem:**

Cialis lacks a marketing strategy to position its product from competitors in the patient market for the treatment of ED.

Claire Adams

**Cialis**

- Developed in 2002 by a pipe surgeon with Eli Lilly and ICOS as a treatment for ED
- 20 mg oral dose
- Improves the ability of sexual stimulation for up to 84% of men with ED

Claire Adams

**Viagra**

- Developed by Pfizer
- 50 mg oral dose
- Improves the ability of sexual stimulation for up to 84% of men with ED

Claire Adams

**Case Introduction**

- 50% of all men experience some form of ED
- Most cases of ED are associated with another medical disease, certain medications, or lifestyle factors
- As of 2002, Viagra was the only drug on the market for ED

Claire Adams

# Product Team Cialis



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**Niche**

- More realistic considering Lilly's marketing spending compared with Pfizer & Bayer
- Marketing limited \$266 budget
- 64% of Viagra requests
- 50% of generic Viagra sales who are
- International being Cialis
- Unhappy Viagra customers

Edin Lammich

**Compete**

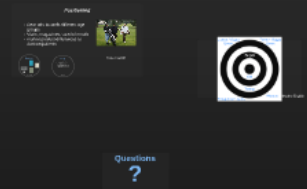
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**Beat**

- Longer duration
- Easy Viagra not strong
- Easy first step for competitors
- Can't face it compared with better budget

Paul Lunnell



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# Case Introduction

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Claire Adams

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- problems

# Viagra



- Launched in April 1998
- 600,000 filled in the first month
- Quickly became a cultural phenomenon
- 6 months later - problems starting arising
- Perfect opportunity to develop the next ED drug: Cialis

Claire Adams

# Cialis



- Developed in 2002 by a joint venture with Eli Lilly and ICOS as a treatment for ED
- 20 mg oral dose
- Improves the ability of sexual stimulation for up to 81% of men with ED

Claire Adams

## ***Overarching Problem:***

Cialis lacks a marketing strategy to position its product from competitors in the patient market for the treatment of ED.

Claire Adams