

decided to operate as an affiliate in Sri Lanka. With a span of 29 products and 24 field staff Abbott was moving positively in the pharmaceutical market especially in the Gastro Intestinal (GI) segment. 2010 was a milestone year for Abbott Sri Lanka, Abbott global acquired Solvay pharmaceuticals, the Netherland pharmaceuticals company which added another 12 products to the basket which giving further strength to the established GI franchise to become stronger. Since three decades of presence in the market throughout various channels, Abbott was able to establish market equity with products like DIGENE, CREMAFFIN, BRUFEN, etc.

Digene, the biggest brand to the business (33% contribution) was declining from 2011 onwards. Abbot took many initiatives with more emphasis on the ethical side but not able to gain strong hold in the antacid and anti- flatulence (Acid and Acidity problems) market. “Doctors Choice” the campaign laid to acquire the doctors and patient’s preference but entire 2012 product was not moved a single digit of market share instead of lost 2%. There was an impact of price increase which took place in 2010 which lead the brand to be “off the shelf” of many stocking doctors where Digene was generating good revenues from this category. There were some sales promotion activities conducted at both retailers and stocking doctors, was unable to capture the lost share from them. “Doctors choice” campaign was able to make some noise towards the doctor chambers but at the consumer front, it was not as expected.

2013 Q1 brand team decided to expand the positioning to larger target market while changing the positioning statement. The new positioning statement was “Doctors choice for Acidity and acidity related problems”. The positioning was expanding the large target market by reaching the ultimate desire of patients. This attempt was to tap the lifestyle issue of consumers who associate with acidity or other discomforts. The campaign was still focused on the therapeutic segment where materials and inputs were based on the “Doctors choice”. On one hand, this campaign gave some important communications to stake holders about the areas which was not discussed earlier by Digene and it made some space to expand his/her therapeutic diagnosis to a different level.

After extensive efforts on the new positioning, still the result was the same, unable to attend the expected out come after investing 12,000\$ on all the campaigns and it brought the company to re-think it’s approaches towards customers and consumers.