

Unknown

From: Beamish, Don G
Sent: Wednesday, November 08, 2000 4:00 PM
To: Eash, James
Cc: Lapp, Carrie; Tugend, Georgia L
Subject: RE: Seroquel Weight Gain Story

Jim, Georgia,

My concern remains about the value of weight neutral vs minimal weight gain positioning. Before we make any changes we need better information on customer response to the proposed change. We can't proceed based solely on intuition.

-----Original Message-----

From: Eash, James
Sent: Tuesday, November 07, 2000 12:08 PM
To: Tugend, Georgia L; Beamish, Don G; Lapp, Carrie
Cc: Beevers, Laura; Holdsworth, Debbie; Wilkie, Alison M; Aked, Dominic M; O'Brien, Shawn P
Subject: FW: Seroquel Weight Gain Story
Importance: High

Dear Georgia, et. al.,

Attached is a detailed response from Laura and Dom regarding how we might strengthen Seroquel's current position regarding wt. gain. I agree that 'minimal wt. gain' does not sound as compelling as 'wt. neutral'. However, I do see how 'wt. neutral' could be subject to different interpretations (i.e. does this mean no effect on weight?) Ideally, it would be best to weave a positive 'wt. story' with a strengthened Seroquel positioning (efficacy and tolerability), to be rolled-out in January (in advance of Zeldox). This was an action from our War Games project (below).

- Rollout of position of Seroquel, relative to Zeldox, QTC and weight gain- establish link to primers. (Timing: January 2001)

However, time is limited. The only market research Global has performed relates to the wt. gain perceptions of various drugs, not positioning/concept testing. Before we ask our ad agency to develop 'weight neutral' concepts for testing, it sounds like additional 'data mining' is required to ensure that we have the ability to support such a claim.

My request to Laura arose from the last Product Team Meeting. I suggest we continue our discussion at the next meeting.

Jim Eash

-----Original Message-----

From: Beevers, Laura
Sent: Tuesday, November 07, 2000 6:56 AM
To: Eash, James; O'Brien, Shawn P
Cc: Holdsworth, Debbie; Wilkie, Alison M; Aked, Dominic M
Subject: Seroquel Weight Gain Story
Importance: High

Dear Jim

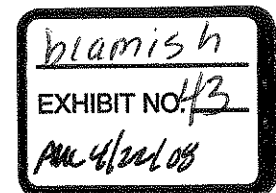
Thank you for your message below regarding the Seroquel Weight Gain Story. As you will see from my message to Dom below the market research I have with regards to weight is perceptions of weight gain associated with various agents and does not cover the best way to position Seroquel with regards to weight gain. I have attached a few slides as an example (US was included in this particular study).

I have asked Dom for comments which may help and they are also included below.

Please do not hesitate to contact me if I can be of any help.

Best regards

Laura



From: Aked, Dominic M
Sent: 07 November 2000 11:24
To: Beevers, Laura
Subject: URGENT: Jim Eash Market research and weight neutral
Importance: High

Hi Laura

I understand Jim's viewpoint, but I suspect time is not on our side.

Based on all the pre-marketing hype I suspect that Pfizer will make *weight neutral* their message when they come to market with a **CNS rep fieldforce even bigger than Lilly's**. I suspect they will link it to patient compliance, and avoid discussing CV risk due to QTc prolongation.

Whilst the actual differences in weight change between Zeldox, Seroquel and Risperdal may be small, Pfizer will use their marketing power to make this a big differential advantage for them. Pfizer will put weight gain on the agenda of Psychiatrists, patients and natural caregivers.

If we are to make any impact with this key message we have to make our splash in advance of the Pfizer tidal wave.

We can link the weight neutral message with other tolerability issues to support our unrivalled tolerability claim (placebo-like EPS, no elevation of prolactin, no clinically significant QTc prolongation)

As you know we are looking into how we can tell a compelling story for the US (see attached note).

A fall back position would be to run with the *weight neutral/weight normalisation* messages in parallel with Market Research in the US.

What are the risks/benefits?

The risks must be small, but the gains high. The Market Research will either confirm that we have the message right or that we could improve it in some way. However, I wouldn't expect that we would be too far from the mark.

I think we have a compelling story to support weight neutral. The challenge is how we move position from minimal weight gain. Perhaps we should simply brand the new analysis as '*More scientific/medically appropriate analysis reveals Seroquel is weight neutraland may normalise weight in the severely obese*'

I can see the headlines in Scrip.....

Kind regards

Dom

<< Message: More on weight neutral >>

From: Beevers, Laura
Sent: 07 November 2000 10:29
To: Aked, Dominic M
Subject: FW: Seroquel Weight Gain Story
Importance: High

<< File: Weight Slides.ppt >>

Dear Dom

Please could you help me with Jim's enquiry below by adding your comments and details of the weight situation. The market research I have with regards to weight is perceptions of weight gain associated with various agents, I attach an example.

The market research I have available does not cover the best way to position Seroquel with regards to weight gain, I

