



# ignite

**A global framework  
and toolkit for brand  
launch excellence**



Designed to support every stage of your  
brand launch with flexible, tailored services

# Turn launch complexity into clarity with Kanga Ignite

Brand launches are complex and high stakes. With more than 50% underperforming against forecast<sup>1</sup>, teams must manage pressure, pace and precision from the outset.

We understand that brand launches bring together multiple stakeholders, decisions, and markets under tight timelines and intense scrutiny.

Delivered by  **kanga**

Kanga is a full-service agency helping pharma and healthcare brands create smarter, more effective digital experiences that drive better health outcomes.

Built on insight, strategy and collaboration, our Ignite framework helps teams deliver omnichannel launch campaigns that connect with audiences, create meaningful engagement and generate real-world impact.

## Launch leaders are balancing...

|          |    |             |
|----------|----|-------------|
| Strategy | VS | Execution   |
| Global   |    | Local Needs |
| Insight  |    | Alignment   |
| Speed    |    | Compliance  |



Establish  
the right  
customer  
insight

Position  
within the  
market

Launch  
team  
readiness

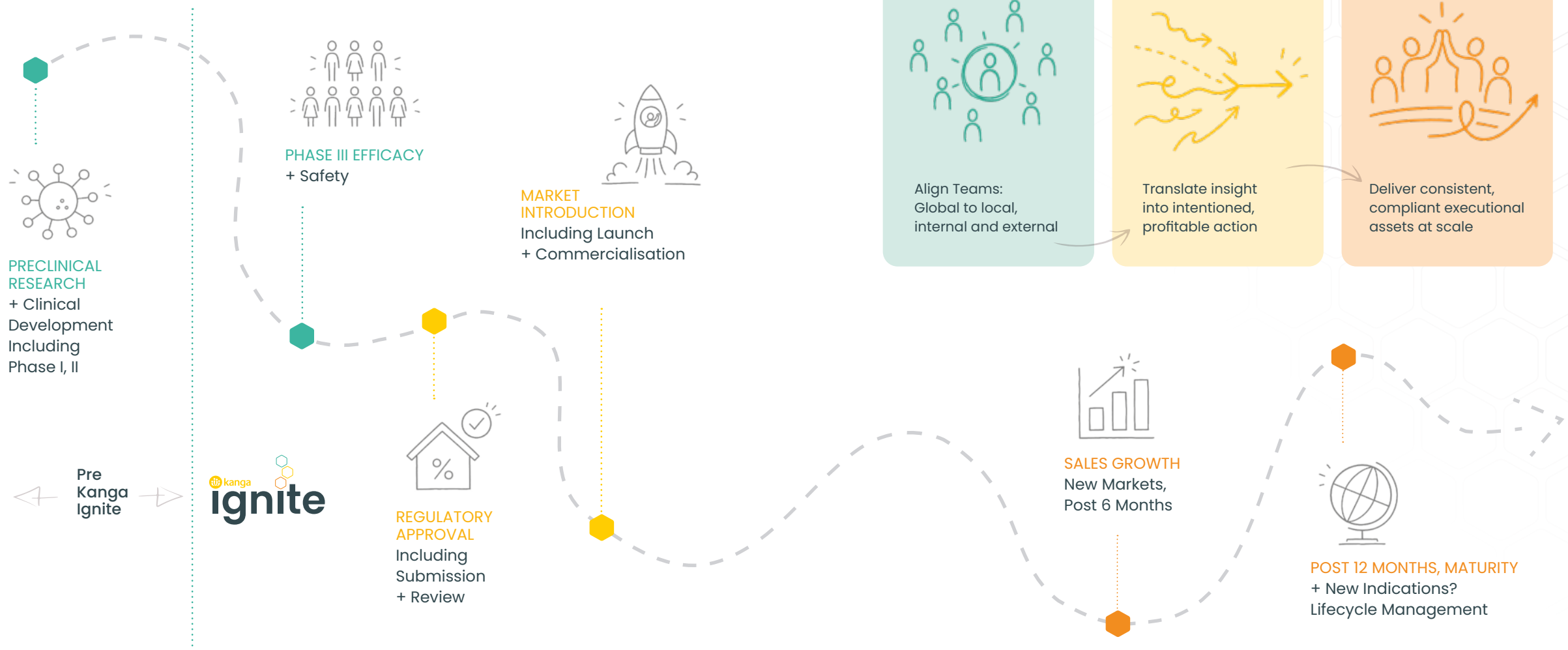
1. Source: L.E.K Consulting (2023)

# With you on the journey

The path ahead isn't always clear, with roadblocks and challenges along the way. That's where we make the difference: helping you navigate launch complexity while maintaining clarity and speed.

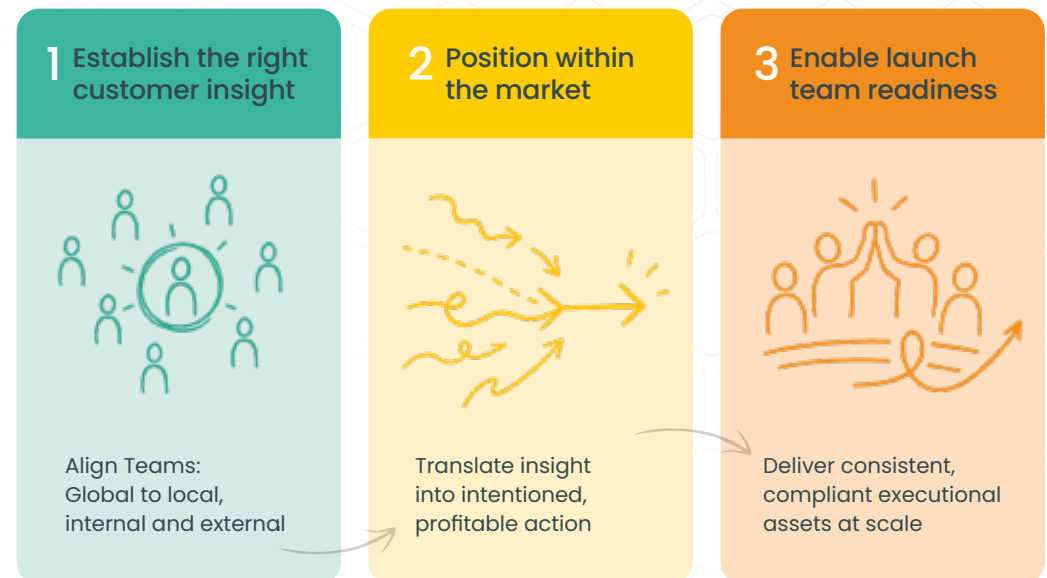


## The Pharma launch path



# Your launch ready framework and toolkit for success

A structured, scalable framework and set of ready-to-go tools, templates and tactics designed to:



# 1 Turn insight into a clear value story

Many brands already have valuable data and insight. Kanga Ignite helps transform this into a clear, actionable product value story that resonates with patients, HCPs and payers across channels, while remaining code compliant.



## Toolkit options\*

- ▶ Market and competitor landscape analysis
- ▶ Patient and HCP co-creation workshops
- ▶ Social listening and sentiment analysis
- ▶ KOL profiling and engagement
- ▶ Value story development
- ▶ Patient Flow Analysis

Every project is different, which is why our support can be tailored to your specific objectives, audience and challenges.

The best insights come from understanding healthcare through the eyes of patients and professionals. Kanga's proprietary co-creation approach helps uncover human insight that informs strategy and award-winning campaigns, with market-leading visibility and brand engagement.

**Explore our full-service picklist (see page 8 and 9)**

\* Kanga uses AI to accelerate key tasks within our framework.  
Every final outcome is shaped, refined, and delivered by Kanga experts.

# 2 Deliver positioning assets at speed

Kanga Ignite helps launch teams navigate competing priorities, shifting requirements and changing timelines with confidence, so you can deliver aligned, compliant messaging and assets across channels and markets.



## What this enables

- ▶ Differentiated positioning
- ▶ Omnichannel consistency and synchronised customer journeys
- ▶ Faster asset delivery

## Example toolkit options

- ▶ Omnichannel campaign planning
- ▶ Global-to-local toolkits and ready-to-use templates
- ▶ Campaign assets, including websites, banners and keyword packs
- ▶ Hero content such as MoA animation, case studies and KOL videos
- ▶ Congress and exhibition booth assets
- ▶ Messaging frameworks



**We tailor your toolkit to your launch goals, markets & team needs, with the right support at the right time.**

# 3 Launch globally with confidence



Global brand launches are complex, high-pressure undertakings, requiring delivery across multiple markets while balancing speed, commercial priorities and compliance demands.

Kanga Ignite acts as your global conductor and MLR partner, helping teams stay aligned, supported, compliant and on message, while delivering at speed and scale.



## What the framework enables

- ▶ Global-to-local alignment with scalable resources and systems
- ▶ Faster, more streamlined MLR approvals
- ▶ Rapid, scalable content delivery across markets



## Toolkit & framework services\*

- ▶ MLR workflow design and governance support
- ▶ Global-to-local content systems, including modular content libraries
- ▶ Launch readiness programmes
- ▶ Rep training and product readiness workshops

\* Kanga uses AI to accelerate key tasks within our framework. Every final outcome is shaped, refined, and delivered by Kanga experts.



## What our clients say about us

*"I'd recommend Kanga in a heartbeat, to add value to any brand looking for effective marketing innovation."*

Head of Digital Experience, Global Launch Excellence

*"Team Kanga, you are all superstars... I just wanted to take a minute to recognise all of you for the amazing work you have done. Outstanding work rolling this out – I am very excited to be working with such a great group of people!"*

Marketing Director, US Rare Disease Neurology



# The Ignite full-service picklist

Build a tailored launch approach by selecting the services and tools that best fit your goals from this flexible matrix. Many of the items listed will be AI-empowered to accelerate delivery.



INSIGHT

POSITIONING

ALIGNMENT

| During Phase 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Pre-launch preparation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Launch readiness dashboard</li> <li>Payer digital landscape</li> <li>Social listening for HCPs and patients</li> <li>Sentiment and unmet need analysis</li> <li>Identify DOLs and influencers</li> <li>Patient funnel and patient flow analysis</li> </ul>                                                                                                                                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>HCP digital landscape including media landscape</li> <li>Patient digital landscape</li> <li>HCP omnichannel journey</li> <li>Patient omnichannel journey</li> <li>Co-creation workshops with HCPs and patients</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>AI brand launch plan development prompts</li> <li>Market preparation webinars</li> <li>HCP TA website/content for disease awareness</li> <li>3rd party TA channel sponsorship</li> <li>SWOT analysis</li> <li>Ad Board engagement – message development and positioning</li> <li>Symposia recordings for post-launch use</li> <li>Congress enhancement – online reporting and round-ups, website and social media</li> <li>Med-Ed website/content</li> <li>Investigator video series</li> <li>PAG engagement and exploration of mutual opportunities.</li> </ul> | <ul style="list-style-type: none"> <li>Messaging hierarchy</li> <li>Channel planning</li> <li>Global-to-local product website</li> <li>Update to TA website</li> <li>Email pack, newsletters</li> <li>Email pack, RTE</li> <li>Banner pack G2L</li> <li>Disease awareness website and campaign for patients, G2L</li> <li>Campaign design and creative</li> <li>Media strategy and planning</li> <li>Content pack including MoA video, KOL videos, patient videos and case studies</li> <li>Keyword pack, SEO/GEO</li> <li>Multimedia press release/pack</li> <li>Product FAQ and objection handler</li> <li>Digital sales aid</li> <li>Digital rep twin</li> </ul> |
| <ul style="list-style-type: none"> <li>Product training including e-learning</li> <li>Salesforce omnichannel training and preparation</li> <li>Internal comms channels set-up</li> <li>Operationalise global to local process including intranet, management and approvals system set-up</li> <li>Develop opt-in lists of customers from events, websites and every touchpoint</li> </ul>                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Pre-launch KPI setting and global-to-local benchmarking</li> <li>KPI measurement frameworks and internal readiness planning</li> <li>Internal launch meetings and webinars</li> <li>Intranet and global-to-local brand newsletters</li> <li>Omnichannel launch playbooks for local market implementation</li> </ul>                                                                                                                                                                                                                                                                                                          |

| Launch sales growth, new markets, first 6 months                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | First 12 months and beyond                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>KPI dashboards</li> <li>Conversion funnel analysis</li> <li>HCP and patient online questionnaire</li> <li>Rep and HCP ad boards</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>Patient wellness tracker</li> <li>Identify switch-points and adherence challenges</li> <li>Real-world data collection and publications</li> <li>Lifecycle management</li> <li>Monitor for new indications</li> </ul>                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>Global media campaign: HCP journals and websites</li> <li>Local media campaigns use translated banners and content</li> <li>Product website rollout to tier 1 markets</li> <li>Webinars and peer-to-peer content</li> <li>Pre, during and post congress tactics for G2L use</li> <li>Video pack including interactive videos from KOLs and HCP testimonials</li> <li>KOL podcasts</li> <li>Medical animations for MoA, MoD and administration, ready for localisation.</li> <li>Patient disease awareness website G2L – tier 1 markets</li> <li>Symptom checker for patients</li> </ul> | <ul style="list-style-type: none"> <li>Product website rollout – tier 2 markets</li> <li>Patient disease awareness website – tier 2 markets</li> <li>Update assets including websites, content and banner packs based on insights and test-and-learn</li> <li>New assets for lifecycle management</li> <li>Online ad boards to continue input and share learning from markets</li> <li>Online HCP community strategy</li> <li>Patient support programme</li> <li>Support and maintenance of all assets</li> <li>HCP Webinar series – market experience of new therapy</li> </ul> |
| <ul style="list-style-type: none"> <li>Community of practice for early launch markets – online</li> <li>Internal webinar series to share experience with new markets</li> <li>Internal educational videos from leaders and global brand experts</li> <li>G2L congress content including email campaign of KOL videos</li> </ul>                                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>Continue community of practice</li> <li>Country launch case studies – delivered as slides and videos/animations</li> <li>Portfolio management</li> <li>Cross-brand relationships</li> </ul>                                                                                                                                                                                                                                                                                                                                               |



## Practical Digital Transformation

Kanga is a global agency helping health and pharma organisations achieve better outcomes through smarter digital engagement.

From strategy and development to delivery and optimisation, we create value-driven, customer-centric solutions built around real healthcare needs.

Working closely with patients, HCPs, carers and stakeholders, we create relevant content, experiences and solutions that make a meaningful impact.

### Ready to simplify your next launch?

Kanga helps you navigate the complexities of modern brand launches through smarter digital thinking, flexible support and proven expertise.

Behind every great launch can be you and a team of Kanga experts. Always ready to help.



[www.kangahealth.com/launch-excellence](http://www.kangahealth.com/launch-excellence)



+44 1260 633 016



[info@kangahealth.com](mailto:info@kangahealth.com)

