



POINT OF VIEW

Finding Fixed-Dose Success

How can marketers of fixed-dose combinations (FDCs) find success? The Evoke Franchise Marketing Center of Excellence looked at a dozen FDCs currently on the market and created guidelines for brand and franchise marketers to follow.

FDC Strategies Typically Fit into 1 of 3 Categories

1 Convenience Strategy: Combines a strong branded molecule with a common generic, reducing medication burden.



2 Innovation Strategy: Combines an older and a newer branded molecule, to pack more clinical punch.



3 Synergy Strategy: Pairs a newly approved molecule with a generic, ensuring patient safety



Each FDC Strategy Demands A Unique Marketing Path

	Convenience	Synergy	Innovation
Reference component drug?	✓	✗	CONSIDER
Combined marketing ecosystem?	✓	✗	✗
Promote to consumers?	CONSIDER	✓	✓

To learn more or speak with a team member at the Evoke Franchise Marketing Center of Excellence, please reach out to business@evokegroup.com.