Creating successful drug naming outcomes

BALANCING MARKETABILITY AND RISK IN PHARMACEUTICAL NAMING

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It is a scenario all too familiar: A potential drug name candidate performs high in marketing tests but tanks when held up to safety requirements.

You might be wondering why we can't toss caution to the wind and forget about safety requirements. After all, marketability is the most important thing when it comes to naming, right? Not exactly. Meeting safety requirements is essential for regulatory approval required for a name. Without approval, a drug can't hit the market. This necessity of meeting requirements puts the naming process at a marketing and safety crossroads.

The following report helps you successfully navigate this naming journey with best practices backed by data.

As we go through the data, we'll take a look at pre- and post-approval marketing metrics for the names we create, their relation to regulatory risk, what it means for you and how to use the information to make informed decisions about name candidates.

Before we jump into the report, let's take look at our data collection:

GOAL:
Help you understand how to balance marketability and medication safety requirements in order to make informed decisions about name candidates.

We created a survey to test the marketability of 10 Addison Whitney-created names post authorization approval. These names received FDA regulatory approval between 2010-2020.

The questions that were asked of respondents were set to mirror questions that had been asked about the same names during initial name validation testing, prior to being selected for submission to regulatory bodies and receiving FDA approval.

We then examined how the outcomes differ on various metrics in pre vs. post approval and how post-approval name performance measures perform against other secondary metrics, like ad spending and total sales.

NAMES TESTED

Aimovig

Biktarvy

Cablivi

Kalydeco

Latuda

Opdivo

Rinvoq

Skyrizi

Tegsedi

Veklury

MARKETING CRITERIA

Current study

⊘ Overall impressions

⊘ Ease of pronunciation

⊘ Appropriateness for indication

⊘ Likeability

⊘ Recall

Historical data

⊘ Initial impressions

⊘ Pronunciation interpretation

⊘ Appropriateness for indication

⊘ Favorite choice

⊘ Recall

Evaluating the names

To help us quantify the push and pull between marketing metrics and regulatory risk, we created a proprietary scoring mechanism. First, we calculated a metric indicative of a name's perceived marketability, the Marketing Performance Index (MPI). Then we took the composite MPI for each name and weighed it against a name's respective pre-approval Regulatory Risk Assessment. **The resulting metric?**

Brand Name Performance Index (BNPI): an indicative score of a name's projected performance from both a marketing and regulatory standpoint

Quantifying the marketability of a name

NAMES AND THEIR MPIS

Each name candidate's performance on each aspect of the marketing preference evaluation is turned into a percentage. The percentage is based on how well that name performed according to the sum of responses among the names in the study for that particular metric. The resulting percentages for each metric are then weighted together to create a total MPI score for that name candidate.

A name that is the top performer on every metric would have a MPI score of 100.0%.

First impressions
Percentage of positive responses for each name

Appropriateness
Percentage of top 2 scores for each name

Likeability
Percentage of top 2 scores for each name

Recall
Percentages for overall mentions
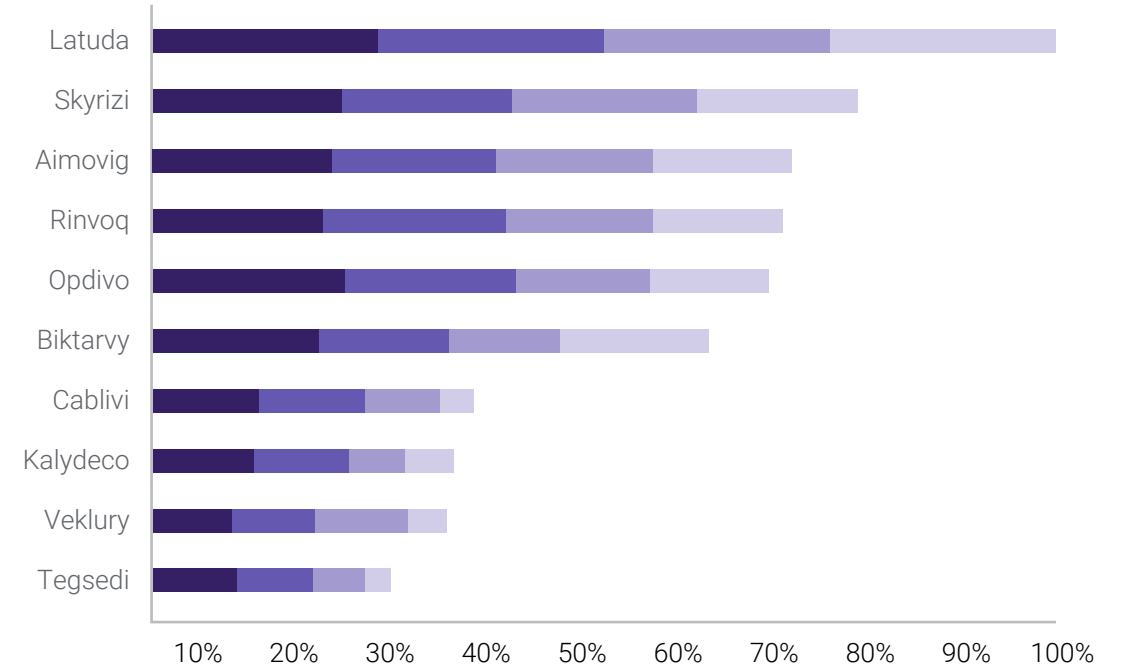
Quantifying a name's projected performance

NAMES AND THEIR BNPIS

Addison Whitney's BNPI provides a quantitative summary of how a name performed on regulatory recommendations and marketing measures.

THE BNPI INCLUDES THE FOLLOWING MEASURES:

• Regulatory Risk Assessment (ranges from 50% to 10% of a name's index score depending on recommended risk) – taken from original, pre-approval study

• Scaled version of composite MPI (marketing score): first impressions, appropriateness, likeability, recall (ranges from 0% up to a maximum of 50%)

For the marketing component for the BNPI, we took the sum of the scaled MPI percentages, resulting in a composite MPI score. The two metrics (the composite MPI score and Regulatory Risk Assessment) are then combined together to create a total BNPI score for that name candidate.

A name that is the top performer on every metric and considered lower risk from a regulatory standpoint would have a BNPI score of 100.0%.

NAMES AND THEIR BNPIs

The BNPI for each name represents the composite MPI score incorporated with a perceived regulatory risk factor.

SAFETY RANKING

Lower
- Cablivi
- Kalydeco
- Latuda
- Opdivo

Lower-moderate
- Rinvoq
- Skyrizi

Moderate
- N/A

Moderate-high
- Aimovig

Higher
- Biktarvy
- Tegsedi
- Veklury

Marketing Performance Index (MPI)

Comparing pre- and post-approval marketing metrics

While the MPI and BNPI provide a snapshot into a name's post-approval marketing metrics, we'll now take a look at pre-approval marketing metrics. The following chart shows how pre- and post-approval metrics compare to one another for all 10 FDA approved names.

Name	Pre-approval n=	Pronunciation		Initial impressions: Positive		Initial impressions: Negative		Appropriateness		Overall favorite choice*†		Overall recall*	
		Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
🟠 Aimovig	1000	81.7%	80.3%	39.5%	55.3%	14.3%	10.5%	n/a	36.8%	49.6%	35.5%	31.8%	40.8%
🔴 Biktarvy	246	n/a	80.3%	28.0%	51.3%	32.9%	7.9%	7.7%	28.9%	22.5%	25.0%	30.4%	44.7%
🟢 Cablivi	379	89.9%	76.3%	38.8%	32.9%	15.1%	7.9%	n/a	23.7%	25.2%	17.1%	31.2%	10.5%
🟢 Kalydeco	453	n/a	42.1%	18.3%	31.6%	43.7%	15.8%	14.8%	21.1%	16.9%	13.2%	20.4%	14.5%
🟢 Latuda	400	n/a	96.1%	40.8%	68.4%	15.5%	1.3%	20.5%	51.3%	38.5%	51.3%	53.5%	67.1%
🟢 Opdivo	743	87.1%	84.2%	41.6%	59.2%	10.0%	5.3%	n/a	38.2%	19.5%	30.3%	22.2%	35.5%
🟡 Rinvoq	1102	79.8%	73.7%	37.0%	52.6%	11.4%	6.6%	n/a	40.8%	32.3%	32.9%	40.8%	39.5%
🟡 Skyrizi	1121	76.3%	82.9%	33.1%	57.9%	24.8%	10.5%	n/a	38.2%	27.9%	42.1%	41.4%	47.4%
🔴 Tegsedi	396	77.0%	60.5%	23.7%	26.3%	22.0%	15.8%	11.6%	17.1%	23.9%	11.8%	21.6%	7.9%
🔴 Veklury	104	79.8%	56.6%	30.8%	25.0%	24.0%	21.1%	11.5%	18.4%	34.6%	21.1%	24.2%	11.8%

*Since the overall favorite choice and recall %s are affected by the number of names tested within a particular study (i.e., the more names that are tested in a study, the lower the relative scores for these metrics will be), the pre-approval %s for these metrics have been weighted to be equivalent to if 10 names had been tested in the pre-approval studies.
†The % for favorite choice for post-approval are the top 2 scores for likeability, whereas pre-approval respondents were asked to rank their top 3 favorite choices for a new name.

The inverse relationship between marketability and regulatory risk

When looking at pre-approval marketing metrics, we find that higher levels of positive first impressions are correlated with higher ratings for all considered marketing metrics: appropriateness, favorite choice and recall. Respondents also had more images and associations (as opposed to a response of none or no associations) with names that were rated higher on positivity, showing that names with more positive impressions seem to bring up some sort of association. Conversely, we find that higher levels of negative first impressions are associated with more pronunciation and spelling issues and lower ratings for appropriateness, selections for favorite choice and recollection percentages.

When looking at levels of initial positivity compared to the quantitative regulatory measures present in the database, we see why regulatory bodies often reject potential names with high positive ratings. Higher positivity is correlated with a higher level of agreement that a name conveys an exaggerated or misleading message. This higher level of agreement correlates with a higher number of respondents having open-ended associations with a name. Furthermore, higher initial positivity correlates with a higher percentage of respondents indicating a sound-alike or look-alike confusion issue with currently marketed drugs.

What our analyses tells us is that familiarity with a name can lead to positive marketing results but negative regulatory results.

While we do not know exactly what leads to high positive ratings for a name candidate, it is quite likely that there is something inherently familiar or recognizable in a name candidate that inspires positive feelings but proves problematic for regulatory drug name approval.

Closing the gap between marketability and risks

Our secondary metrics[1] provide tangible insight into how we improved upon pre-approval marketing metrics for the 10 FDA approved names:

Regressions are a statistical modeling tool that allows us to look for potential relationships between a dependent variable and one or more independent variable. For our purposes, the scores on the post-approval study metrics are the dependent variables.

Bivariate regressions (one independent and one dependent variable) are run with the secondary metrics as the independent variables and the post-approval study metrics as the dependent variables.

THE FOLLOWING SIGNIFICANT RELATIONSHIPS ARE FOUND WITH AT LEAST A 95% CONFIDENCE LEVEL:

+ Positive relationships are found between promotional spending and ease of pronunciation, positive initial impressions, appropriateness by indication, likeability and recall/memorability.

+ Running promotions may lead to greater ease of pronunciation as respondents become more exposed to the brand name and its intended pronunciation.

+ This shows that the more promotional dollars that are spent on a branded drug over the years, the more positive impressions an HCP respondent may have for the brand name.

+ As the promotional dollar amount goes up so does the percentage of respondents who rate the brand name as appropriate for its indication and score it high on likeability.

+ The number of respondents who remember the name at the conclusion of the post-approval study is also positively correlated with promotional spending since 2018.

+ Negative relationships are found between the amount of promotional spending since 2018 and neutral and negative initial impressions. So, as promotional spending goes up, the number of respondents with neutral or negative impressions goes down. This shows that promotional spending can decrease neutral and negative feelings and as evidenced above, lead to increased positive associations.

Quantifying the benefits of promotional spending

Going deeper into how each name performed, the following dashboards break down the direct relationship between marketability and promotional spending for each name. As depicted in the blueprint below, each dashboard provides a side-by-side snapshot of a name's pre- and post-approval marketing performance broken down by the marketing metrics: impressions, pronunciation, appropriateness, likeability and recall.

POST-APPROVAL PERFORMANCE:

Overall Impressions:	**Easy to pronounce:**	**Appropriateness for indication:**	**Likeability:**	**Recall:**	**MPI score:**
The percentage of positive impressions given by respondents	The percentage of "yes" responses given by respondents	The percentage of top 2 scores for appropriateness on a 7-point scale	The percentage of top 2 scores for likeability on a 7-point scale	The overall percentage of respondents who recalled the brand name at the end of the study	The percentage score (ranging between 0.0% - 100.0%) calculated based on the name's performance on the marketing metrics

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = XXX)

Initial Impressions:	**Pronunciation reflection:**	**Appropriateness for indication:**	**Favorite choice:**	**Recall:**	**MPI score:**
The percentage of positive impressions in the pre-approval study	The percentage of "yes" responses in the pre-approval study	The percentage of top 2 scores for appropriateness on a 7-point scale in the pre-approval study	The overall percentage of respondents who ranked the name as one of their top 3 favorites in the pre-approval study	The overall percentage of respondents who recalled the brand name at the end of the study in the pre-approval study	The percentage score (ranging between 0.0% - 100.0%) calculated based on the name's performance on the pre-approval study marketing metrics

ANALYSIS/COMMENTARY:

Not all metrics are tested in all pre-approval studies. Therefore, there may not be data available for all pre-approval metrics.

+ = Significantly higher than the average in our pre-approval historical data.
− = Significantly lower than the average in our pre-approval historical data.

Aimovig

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 55.3%/4th/+	Yes responses: 80.3%/5th	Top 2 score: 36.8%/5th/+	Top 2 score: 35.5%/3rd	Overall recall: 40.8%/4th/+	Total MPI score: 70.6%/3rd/+

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 1000)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 39.5%/2nd/+	Yes responses: 81.7%/3rd/+	Top 2 score: n/a	Overall top 3: 32.8% (49.6%)/2nd/+	Overall recall: 18.3% (34.3%)/4th	Total MPI score: n/a

THE TAKEAWAY

- Significantly more positive impressions in post- vs. pre-study responses
- Significantly fewer neutral impressions in post- vs. pre-study responses

Biktarvy[*]

Name initially tested as "Biktarvi"

POST-APPROVAL PERFORMANCE:

Overall Impressions:	**Easy to pronounce:**	**Appropriateness for indication:**	**Likeability:**	**Recall:**	**MPI score:**
Positive responses: 51.3%/6th/+	Yes responses: 80.3%/4th	Top 2 score: 28.9%/6th/+	Top 2 score: 25.0%/6th	Overall recall: 44.7%/3rd/+	Total MPI score: 61.7%/6th/+

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 246)

Initial Impressions:	**Pronunciation reflection:**	**Appropriateness for indication:**	**Favorite choice:**	**Recall:**	**MPI score:**
Positive responses: 28.0%/13th	Yes responses: n/a	Top 2 score: 7.7%/26th/−	Overall top 3: 8.5% (22.5%)/14th/−	Overall recall: 9.3% (30.4%)/10th/−	Total MPI score: n/a

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THE TAKEAWAY

- Significantly more positive impressions in post- vs. pre-study responses
- Significantly fewer negative impressions in post- vs. pre-study responses
- Significantly higher ratings for appropriateness in post- vs. pre-study responses
- Recalled at a significantly higher-level post approval vs. pre-approval (adjusted recall rate)

Cablivi

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 32.9%/7th	Yes responses: 76.3%/6th	Top 2 score: 23.7%/7th/+	Top 2 score: 17.1%/8th	Overall recall: 10.5%/9th/−	Total MPI score: 35.8%/7th/−

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 379)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 38.8%/3rd/+	Yes responses: 89.9%/1st	Top 2 score: n/a	Overall top 3: 16.7% (25.2%)/9th	Overall recall: 21.3% (31.2%)/8th	Total MPI score: n/a

THE TAKEAWAY

- Significantly lower scores for pronunciation post approval
- Significantly more neutral impressions in post- vs. pre-study responses
- Recalled at a significantly higher-level pre-approval vs. post approval (adjusted recall rate)

Kalydeco

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 31.6%/8th	Yes responses: 42.1%/10th	Top 2 score: 21.1%/8th/+	Top 2 score: 13.2%/9th	Overall recall: 14.5%/7th/–	Total MPI score: 33.6%/8th/–

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 453)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 18.3%/10th/–	Yes responses: n/a	Top 2 score: 14.8%/12th	Overall top 3: 13.7% (16.9%)/11th/–	Overall recall: 19.2% (20.4%)/10th/–	Total MPI score: n/a

THE TAKEAWAY

- Significantly more positive and neutral impressions in post- vs. pre-study responses
- Significantly fewer negative impressions in post- vs. pre-study responses

Latuda

POST-APPROVAL PERFORMANCE:

Overall Impressions:	**Easy to pronounce:**	**Appropriateness for indication:**	**Likeability:**	**Recall:**	**MPI score:**
Positive responses: 68.4%/1st/+	Yes responses: 96.1%/1st	Top 2 score: 51.3%/1st/+	Top 2 score: 51.3%/1st	Overall recall: 67.1%/1st/+	Total MPI score: 100.0%/1st/+

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 400)

Initial Impressions:	**Pronunciation reflection:**	**Appropriateness for indication:**	**Favorite choice:**	**Recall:**	**MPI score:**
Positive responses: 40.8%/3rd/+	Yes responses: n/a	Top 2 score: 20.5%/4th/+	Overall top 3: 31.8% (38.5%)/3rd/+	Overall recall: 43.3% (53.5%)/2nd/+	Total MPI score: n/a

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THE TAKEAWAY

- Top performer in post-approval study
- Significantly more positive impressions in post- vs. pre-study responses
- Significantly fewer negative impressions in post- vs. pre-study responses
- Recalled at a significantly higher-level post approval vs. pre-approval (adjusted recall rate)

Opdivo

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 59.2%/2nd/+	Yes responses: 84.2%/2nd	Top 2 score: 38.2%/Tied for 3rd/+	Top 2 score: 30.3%/5th	Overall recall: 35.5%/6th/+	Total MPI score: 68.2%/5th/+

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 743)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 41.6%/5th/+	Yes responses: 87.1%/2nd	Top 2 score: n/a	Overall top 3: 8.6% (19.5%)/11th/−	Overall recall: 9.4% (22.0%)/9th/−	Total MPI score: n/a

THE TAKEAWAY

- Significantly more positive impressions in post- vs. pre-study responses
- Significantly fewer neutral impressions in post- vs. pre-study responses
- Recalled at a significantly higher-level post approval vs. pre-approval (adjusted recall rate)

Rinvoq

POST-APPROVAL PERFORMANCE:

Overall Impressions:	**Easy to pronounce:**	**Appropriateness for indication:**	**Likeability:**	**Recall:**	**MPI score:**
Positive responses: 52.6%/5th/+	Yes responses: 73.7%/7th	Top 2 score: 40.8%/2nd/+	Top 2 score: 32.9%/4th	Overall recall: 39.5%/5th/+	Total MPI score: 69.8/4th/+

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 1102)

Initial Impressions:	**Pronunciation reflection:**	**Appropriateness for indication:**	**Favorite choice:**	**Recall:**	**MPI score:**
Positive responses: 37.0%/8th/+	Yes responses: 79.8%/10th	Top 2 score: n/a	Overall top 3: 16.8% (32.3%)/5th	Overall recall: 20.3% (40.8%)/2nd/+	Total MPI score: n/a

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THE TAKEAWAY

• Significantly more positive impressions in post- vs. pre-study responses

Skyrizi

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 57.9%/3rd/+	Yes responses: 82.9%/3rd	Top 2 score: 38.2%/Tied for 3rd/+	Top 2 score: 42.1%/2nd	Overall recall: 47.4%/2nd/+	Total MPI score: 77.9%/2nd/+

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 1121)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 33.1%/10th/+	Yes responses: 76.3%/13th	Top 2 score: n/a	Overall top 3: 15.3% (27.9%)/8th	Overall recall: 19.5% (41.4%)/4th/+	Total MPI score: n/a

THE TAKEAWAY

- Significantly more positive impressions in post- vs. pre-study responses
- Significantly fewer negative impressions in post- vs. pre-study responses

Tegsedi

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 26.3%/9th	Yes responses: 60.5%/8th	Top 2 score: 17.1%/10th	Top 2 score: 11.8%/10th	Overall recall: 7.9%/10th/–	Total MPI score: 26.7%/10th/–

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 396)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 23.7%/11th/–	Yes responses: 77.0%/11th	Top 2 score: 11.6%/8th/–	Overall top 3: 15.7% (23.9%)/10th/–	Overall recall: 13.1% (21.6%)/11th/–	Total MPI score: n/a

THE TAKEAWAY

- Significantly lower scores for pronunciation post approval
- Recalled at a significantly higher-level pre-approval vs. post approval (adjusted recall rate)

Veklury

POST-APPROVAL PERFORMANCE:

Overall Impressions:	Easy to pronounce:	Appropriateness for indication:	Likeability:	Recall:	MPI score:
Positive responses: 25.0%/10th	Yes responses: 56.6%/9th	Top 2 score: 18.4%/9th	Top 2 score: 21.1%/7th	Overall recall: 11.8%/8th/–	Total MPI score: 32.8%/9th/–

PRE-APPROVAL PERFORMANCE: (TOTAL SAMPLE = 104)

Initial Impressions:	Pronunciation reflection:	Appropriateness for indication:	Favorite choice:	Recall:	MPI score:
Positive responses: 30.8%/12th	Yes responses: 79.8%/12th	Top 2 score: 11.5%/15th	Overall top 3: 18.3% (34.6%)/7th	Overall recall: 10.6% (24.2%)/13th	Total MPI score: 32.9%/12th/–

THE TAKEAWAY

- Significantly lower scores for pronunciation post approval
- Recalled at a significantly higher-level pre-approval vs. post approval (adjusted recall rate)

Embracing the uncomfortable

Unsurprisingly, promotional spending is beneficial. But that's nothing groundbreaking. What's important to take away from this data is **why** promotional spending is **critical** to pharmaceutical naming. Put simply, producing a name that poses a lower risk often requires the use of unique letter combinations that may feel "uncomfortable" when you see or hear them for the first time.

This "uncomfortable" feeling can result in a higher percentage of negative first impressions we discussed earlier, causing responses such as: "that looks too weird," "that name is awkward and clunky"

or "how do you even say that?" But this is natural. It's human nature to be skeptical of the unfamiliar, and it may take a while to warm to the newness. Just remember, pharmaceutical names are weird by design.

The good news is that when it comes to marketing, many of the drug names you know and like today were once middle-of-the-pack performers. As shown in our data, many gold standard names – such as

Aimovig, Latuda, Opdivo, Rinvoq and Skyrizi – have significantly more positive impressions now than they did early on, a result directly related to promotional spending.

But why exactly are uncomfortable names often low-risk?

Think patient safety, regulatory bodies and the trademark process. Regulatory bodies like FDA, EMA and Health Canada ensure the safety and efficacy of a new drug product prior to approval, which includes a drug's name. Ultimately, it's the regulators' responsibility to accept or reject a proposed brand name to prioritize patient safety and protect public health.

From a patient standpoint, a name can be considered unsafe for several reasons. If there is any chance of a medication error, which can lead to serious patient harm, regulatory bodies are likely to reject a proposed name. For instance, if a proposed name is too similar to the name of another medication, the name will likely be rejected because it could lead to a mix-up where a patient receives the wrong medication. Furthermore, a name can be rejected if it references the dosage form or administration schedule as well if it embeds a promotional or fanciful message, like "Tumorgon" for an oncology product or "Sleepwel" for an insomnia drug.

Additionally, one of the biggest challenges in developing a pharmaceutical brand name is trademark clearance, especially on a global scale. The trademark landscape is crowded, but why? In the last few years, there were on average around 40,000 trademark applications per year filed in International Class 5 globally, relating to pharmaceuticals.

When looking at marks in Class 5, we are looking not only at registered trademarks for marketed products, but also pending applications for products that may be used in the future. Not knowing whether the proposed pharmaceutical name will be approved by the regulatory bodies (FDA, EMA, etc.), many companies file trademark applications for multiple names. Depending on the case, these names might be backup names for a single product pending approval but might also have been filed as part of a name bank or library. Furthermore, many countries use a first-to-file system for trademark registration, meaning the first applicant to apply for trademark registration has rights to that mark. In the U.S., trademark rights are given to an applicant that is first to use their mark in commerce.

How does this affect pharmaceutical trademarks? If an applicant files multiple names for their proposed brand and does not use them due to regulatory rejection, the names end up being abandoned in the U.S. However, if the name is filed globally, there is potential that the name is still registered in other jurisdictions and can remain registered until time for renewal. With large numbers of proposed pharmaceutical names being filed in any year, the trademark databases are full with trademarks that may never be used. With only so many letters in the alphabet, this makes the prospect of clearing a new proposed name even more challenging. Thus, creating more unique names to overcome these challenges.

Addison Whitney delivers marks of excellence like clockwork. In every pharma brand naming initiative, our names will be Cleaner, Safer and Smarter.

CLEANER

Our intellectual property screening protocols are the most rigorous in the world. We have fine-tuned our trademark clearance techniques to ensure the highest likelihood of legal availability. Ideas are remarkable only if you can own them.

SAFER

Rejections happen. But being caught off guard is preventable. Our most mission-critical deliverable is surgically precise decision support for each Name Candidate's likelihood of avoiding medication errors and achieving global regulatory approval.

SMARTER

Our breakaway approach to branding innovation kicks off a new dimension in drug name design. Namely, encoding your strategic messaging into every brand candidate. Our names are built to exude authenticity, channel distinctiveness and compel action.

Putting it into practice: How to know when you have a good name

A good name may not be what you think. Name candidates have a hard enough time vying for approval – with roadblocks and hurdles to overcome at every turn, including safety, legal, linguistic, market research and more – so, rather than equating a weird name to a bad name and immediately knocking it out, we encourage you to bring an open mind to all naming rounds in order to embrace the weird. Find comfort in neutrality and give names a chance to prove their potential. To help our clients remember this, we impress a "neutral is good" approach. Neutral doesn't mean positive or negative; neutral means opportunity.

With Addison Whitney's brand strategy insight, a strong launch plan and a promotional budget, the name you think is too weird and feel neutral toward could be the next gold standard other brands want to emulate in the future.

READY TO EMBARK ON A SUCCESSFUL NAMING JOURNEY?

Reach out to Addison Whitney today. With our naming best practices backed by our proprietary data and analysis, we have all the tools to turn a weird name into a commercial superstar.

Want to learn more about our methodology?

Survey design

Respondents used online surveys to evaluate each of the 10 FDA approved names in terms of marketing criteria. For many of these names, pre-approval historical testing data is also available. Marketing issues concern measures relevant to brand building.

MARKETING CRITERIA (CURRENT STUDY):

This includes an analysis of overall impressions, ease of pronunciation, appropriateness for indication, likeability ratings and recall.

MARKETING CRITERIA (HISTORICAL DATA):*

This includes data on initial impressions, pronunciation interpretation, appropriateness for indication, favorite choice and recall.

SAMPLE PROFILE

Online interviews were conducted with 76 respondents in the United States.

Country	US
General Practitioners	26
Retail Pharmacists	15
Hospital Pharmacists	10
Nurses	25
Total	**76**

STUDY TIMELINE

Respondents were recruited through an online panel to complete a five-minute interview in the form of an online survey. Interviews were conducted in September 2021.

*Please note that not all marketing questions may have been asked of each name historically or marketing questions may have been asked in a different format.