

WHAT TO DO WHEN THE ECONOMY GIVES YOU LEMONS



THE LEMONADE LAWS™

Leaders use the downturn period to explore and execute new opportunities

- Downturns change habits in significant and long-term ways. The post-downturn environment is likely to be a dramatically different marketplace
- Seize the opportunity to drive brands by employing innovative strategies and tactics

Short-term activity results in long term success

- In a less cluttered environment, short-term programs yield disproportionately large, long-term dividends in brand equity, usage habits, adoption rates, and sales

Marketers need to address audiences in a different way

- Patients tend to downplay or ignore their healthcare needs
- Physicians face increased practice pressures

These Flaum Partners Solutions will put The Lemonade Laws™ to work for you:

RECESSION MEDICINE

Identify therapeutic categories that flourish in the downturn, and optimize their growth

THE INCREDIBLE SHRINKING SALES FORCE

Drive scripts up, with a sales force that's shrinking down

OPPORTUNITY ON SALE

Make your brand king with less cash and better cost efficiencies

GOOD HEALTH IN BAD TIMES

Help more patients recover, before the economy does

SAVING FOR A SUNNY DAY

Execute now for the upturn

Contact us...lemonade@flaumpartners.com or call Sander Flaum or Cary Lemkowitz at 212.973.2700.