

# LEO Pharma

- a pioneer in  
medical dermatology





# Our ambition is to be a leader in medical dermatology

**DKK +10 billion**  
revenue in 2019

**6,000**  
employees

**23%** of revenue  
reinvested in R&D

**946** scientists and  
specialists in R&D

Products sold in  
**130** countries

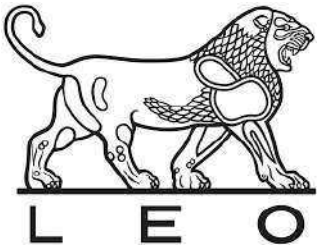
Founded in Denmark  
in **1908**

Owned by  
the **LEO Foundation**



# Kasper Jerlang

Head of Global Digital Marketing & Engagement



# Team



**Catherine Mazzacco**  
President & CEO



**Patrice Baudry**  
Executive Vice President



**Christian Frank Scheuer**  
Vice President



**Kasper Jerlang**  
Head of Global Digital Ma...



**Federico Fanti**  
Manager  
Commercial Platforms  
(Veeva & Training)



**Ana Margarida Ra...**  
Student Assistant



**Clare Blakey**  
Global Training Man...



**Anna Arato**  
External Consultant



**Helene Maria Sl...**  
Global Commerical ...



**Joey Cohen**  
Associate Dir. Global Di...



**Jacob Melchior ...**  
Global CRM Manager



**Kar Chun Chong**  
Global Digital Marketin...



**Mette Wagner ...**  
Senior Manager



**Marie Raagaard N...**  
Global Digital Marketin...



**Theis Kuhre**  
Global Digital Marketin...

## Mission

Our mission is to make it easy to do digital engagement anywhere.

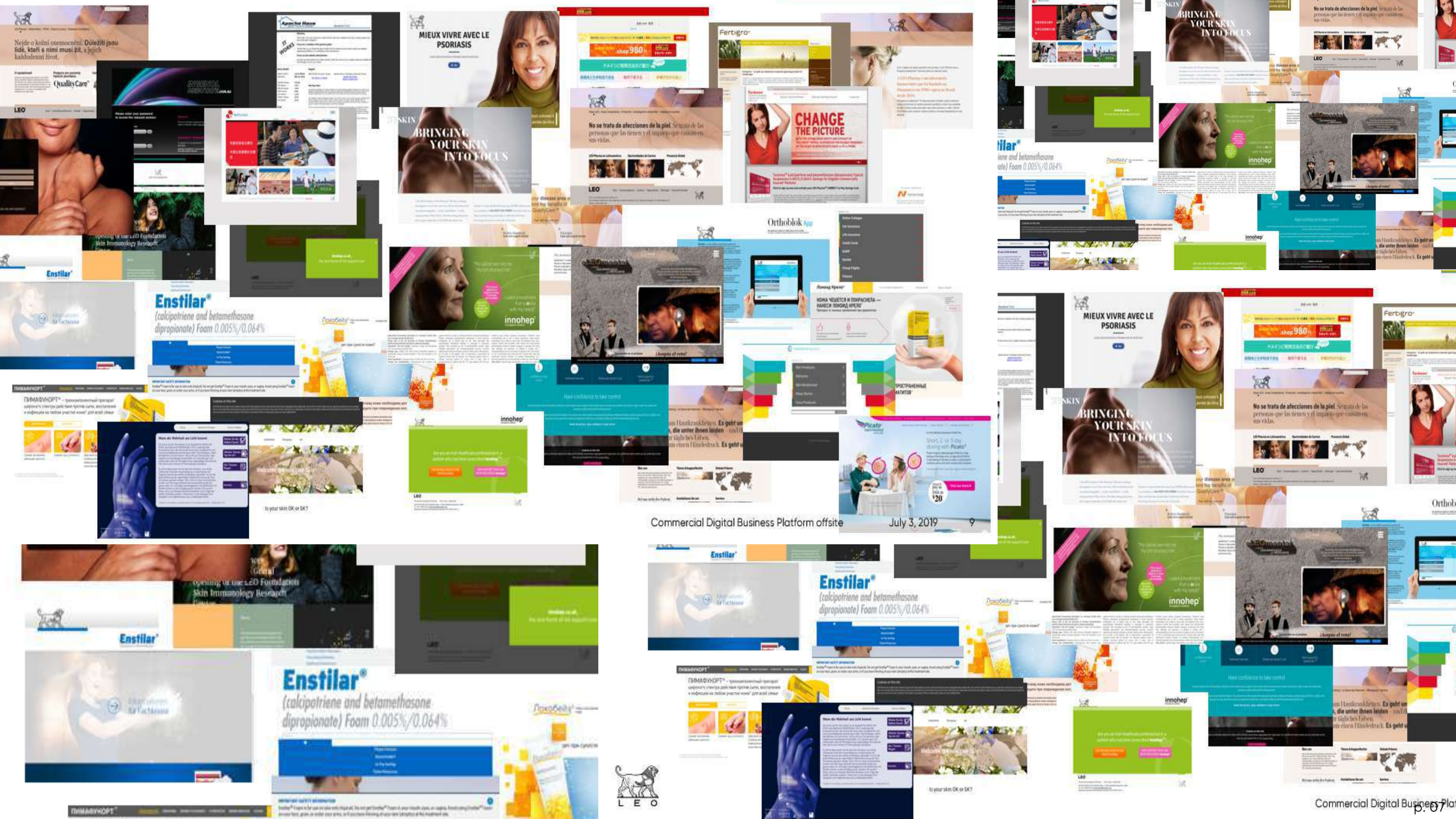
## What we do

We provide the technology platforms, expertise and strategic direction to help LEO Pharma leverage the power of new technology to engage with our customers and operate in a more efficient way.

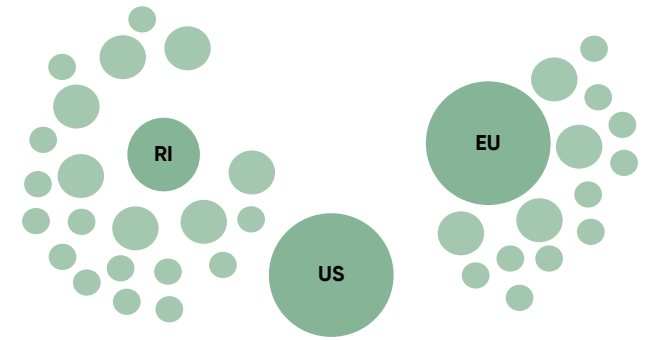
# Where we are coming from







Commercial Digital Business Platform offsite July 3, 2019 9





# Where we are going





**Not quite...**



# Engaging digitally isn't simply activating multiple channels



Rep-triggered Email



eDetailer / IVA



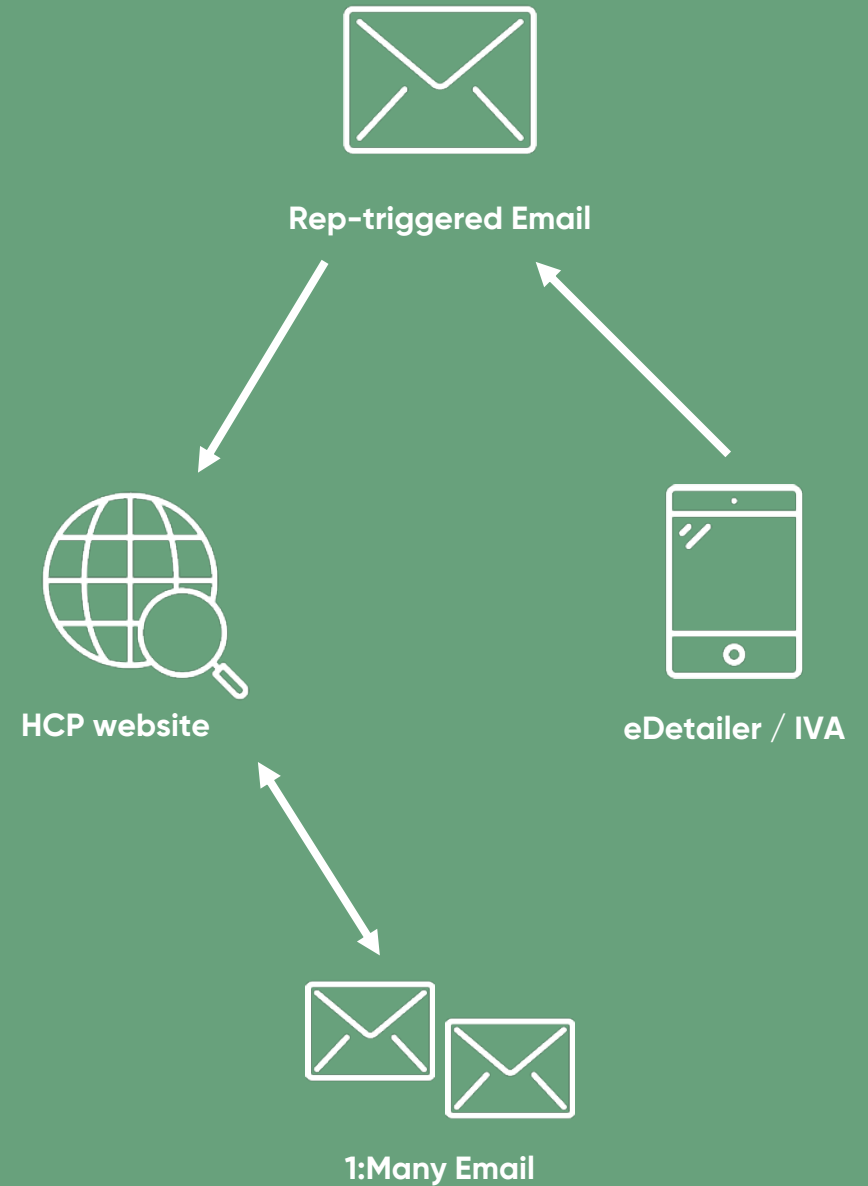
HCP Website



1:Many Email

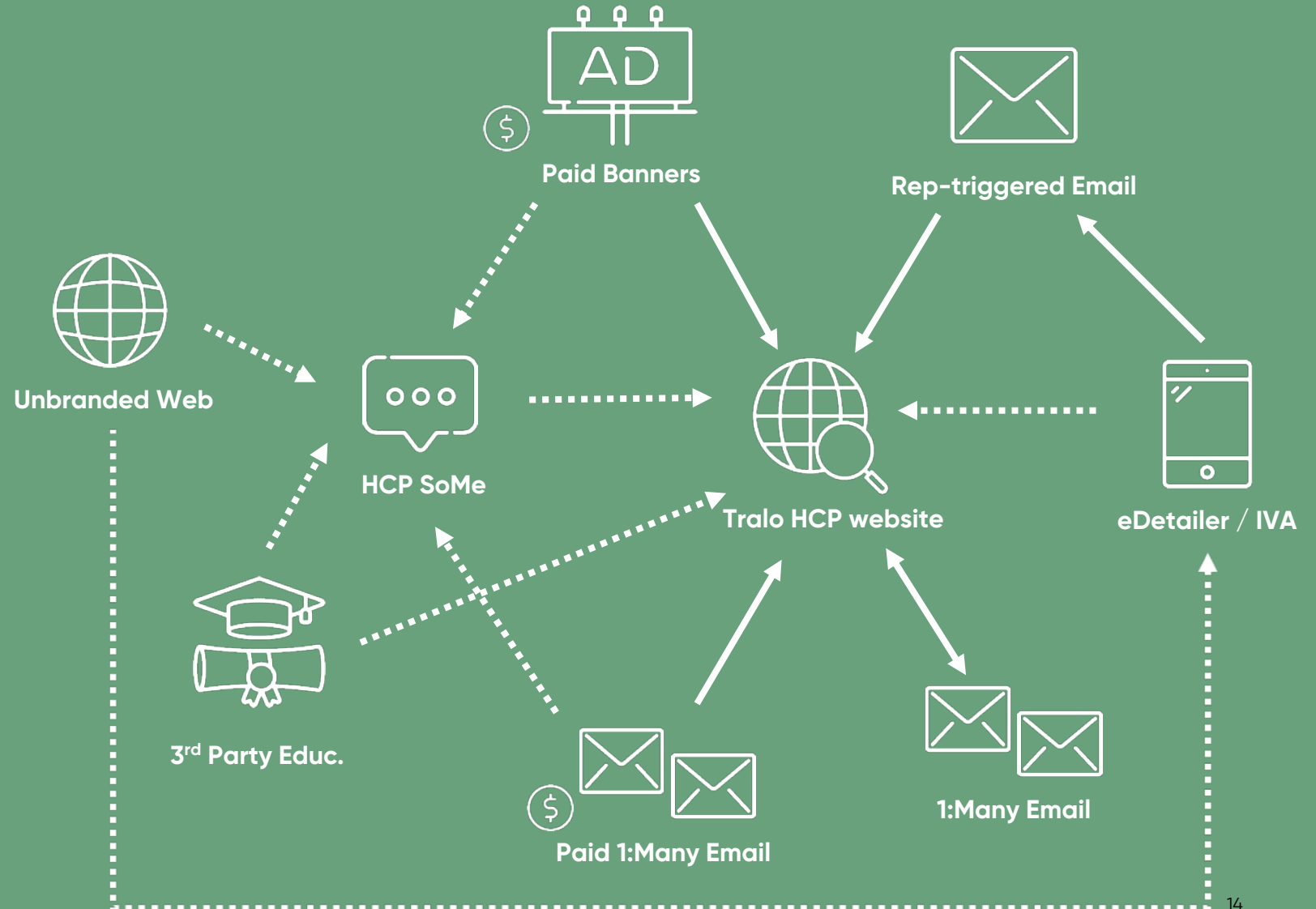
# It's about creating an ecosystem

Maintaining LEO's messenger framework, our **connected ecosystem of owned channels** will combine to engage with dermatologists as and when appropriate









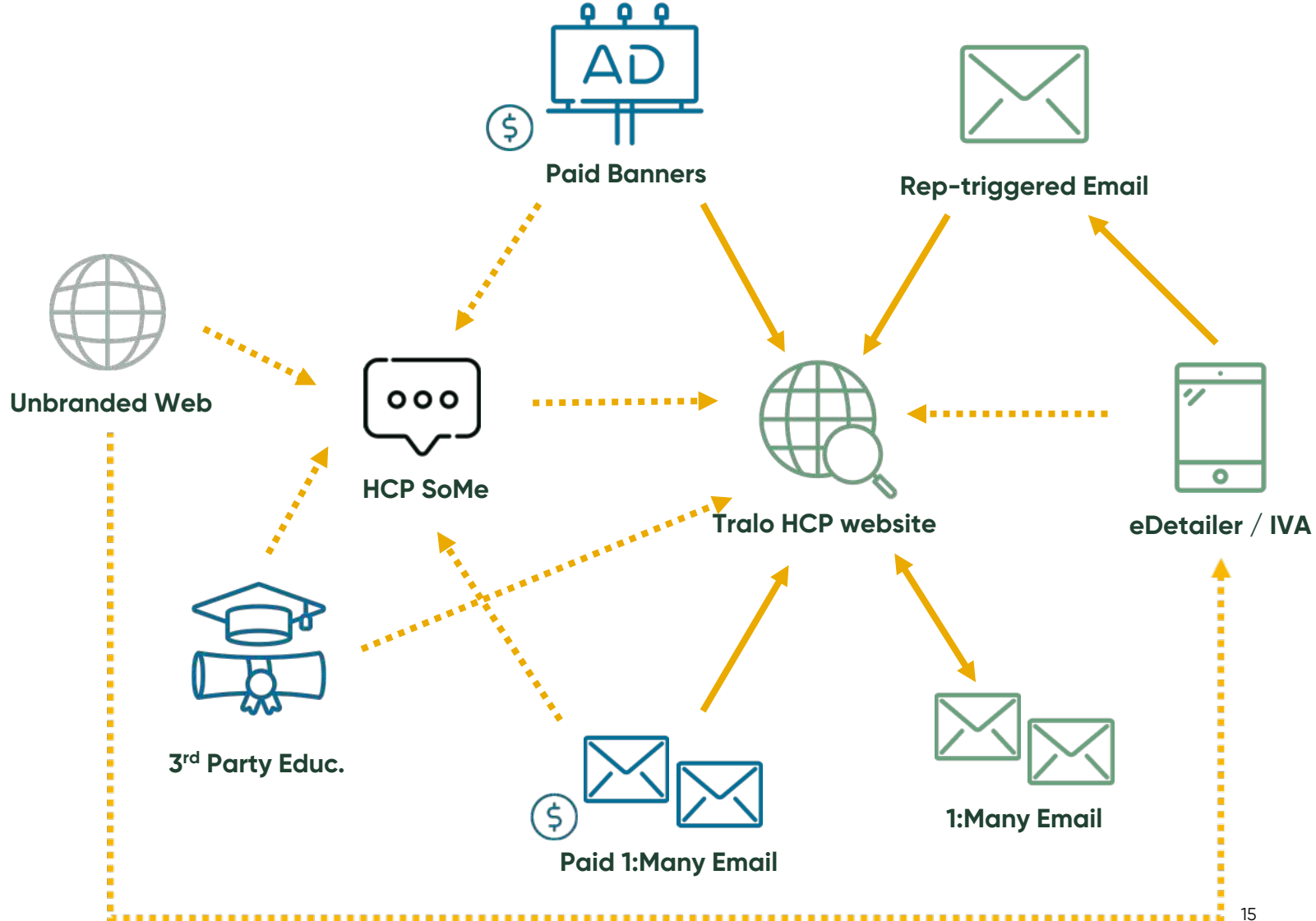
# Engagement Ecosystem

That ecosystem can then be further **supported and amplified via paid and earned channels** in order to achieve optimal reach and frequency with our target audience



# Engagement Ecosystem

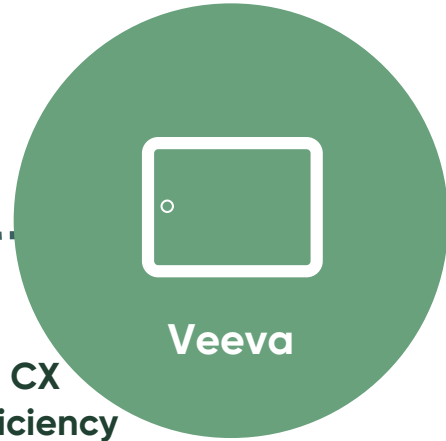
-  Unbranded
-  Paid
-  Owned
-  Earned
-  Direct Link
-  Indirect Link / Priming



# Global Digital Marketing platforms



Eczema.com  
AdDetective.com  
DermaWorld  
LEO TV



eDetailer  
Veeva CRM  
Approved email



Email &  
Marketing  
Automation

CX  
Efficiency  
Compliance

**Anthill** Activator

Veeva Vault PromoMats

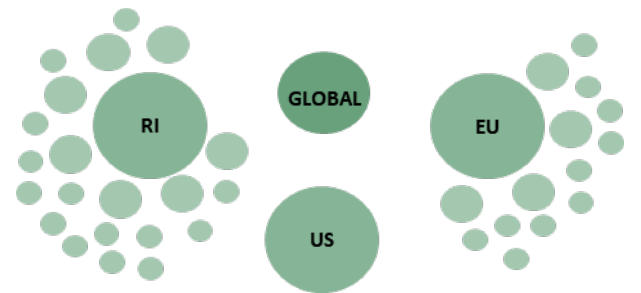
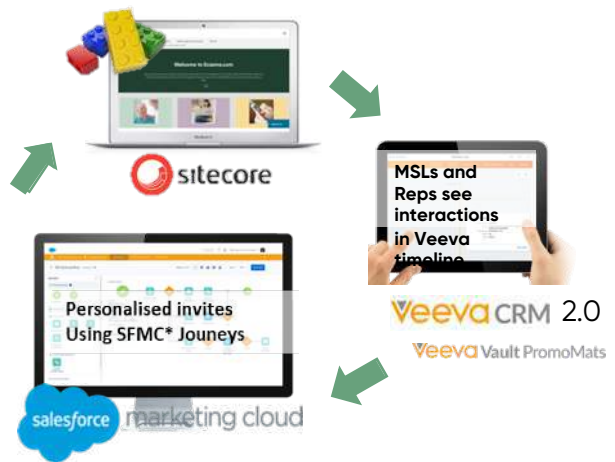
Veeva CRM

## Benefits of Global Digital Marketing platforms

- Tracking gives insights and enables better customer experience (CX) through personalization
- Building solutions on one platform enables synergies and economies of scale & scope
- Increased compliance of data handling, security, brand coherence etc



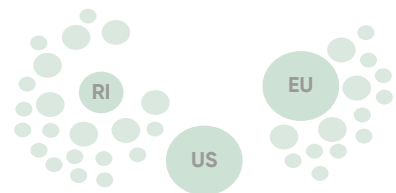




# Before

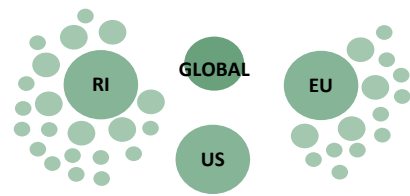
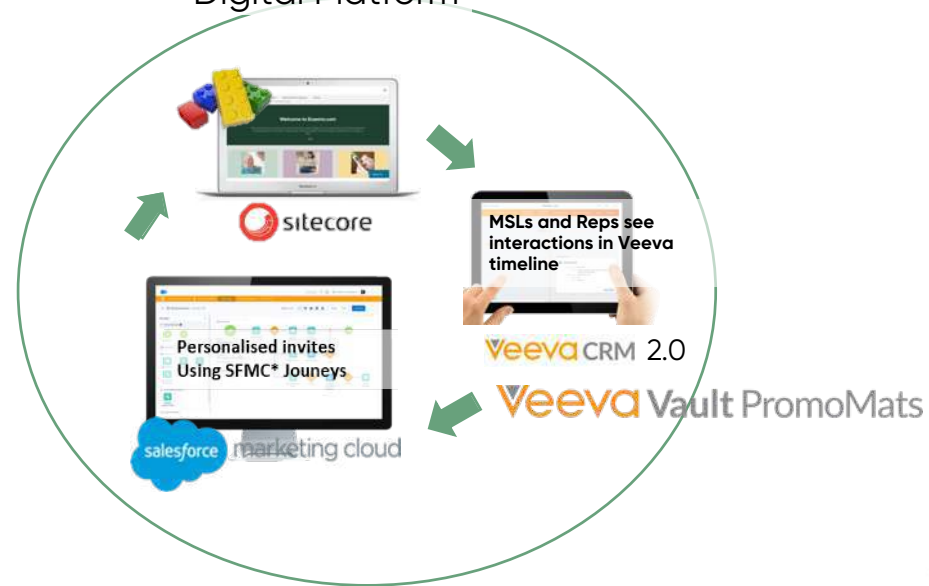


Multiple Digital Platforms

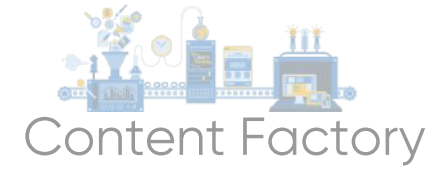


# Today

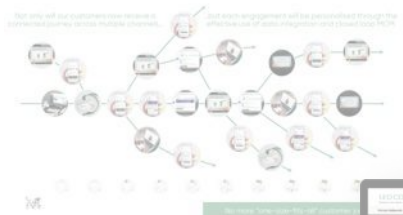
One Integrated Digital Platform



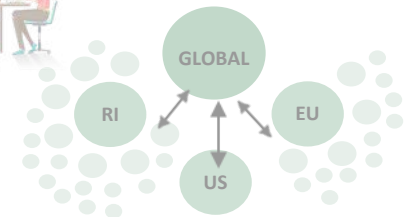
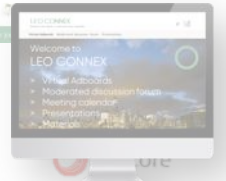
# Future



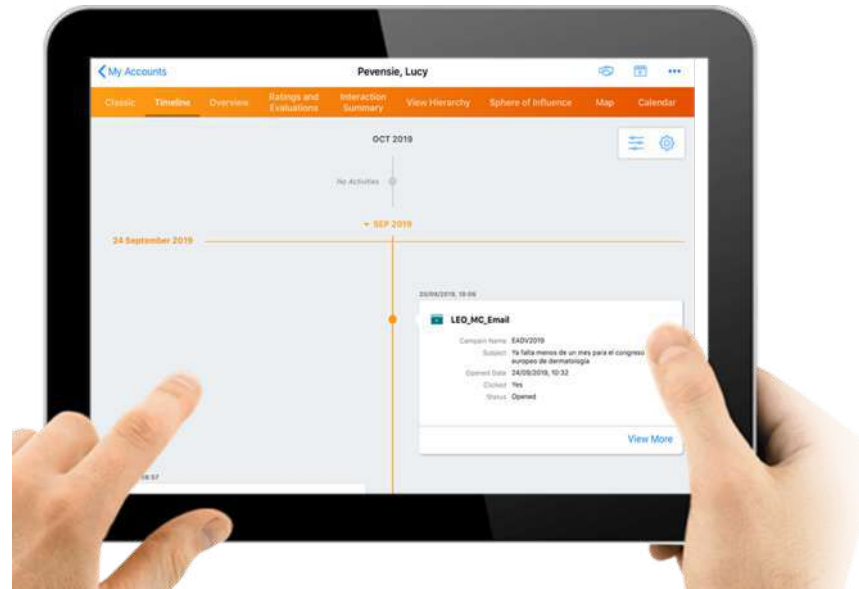
Content Factory



Best in class customer experience

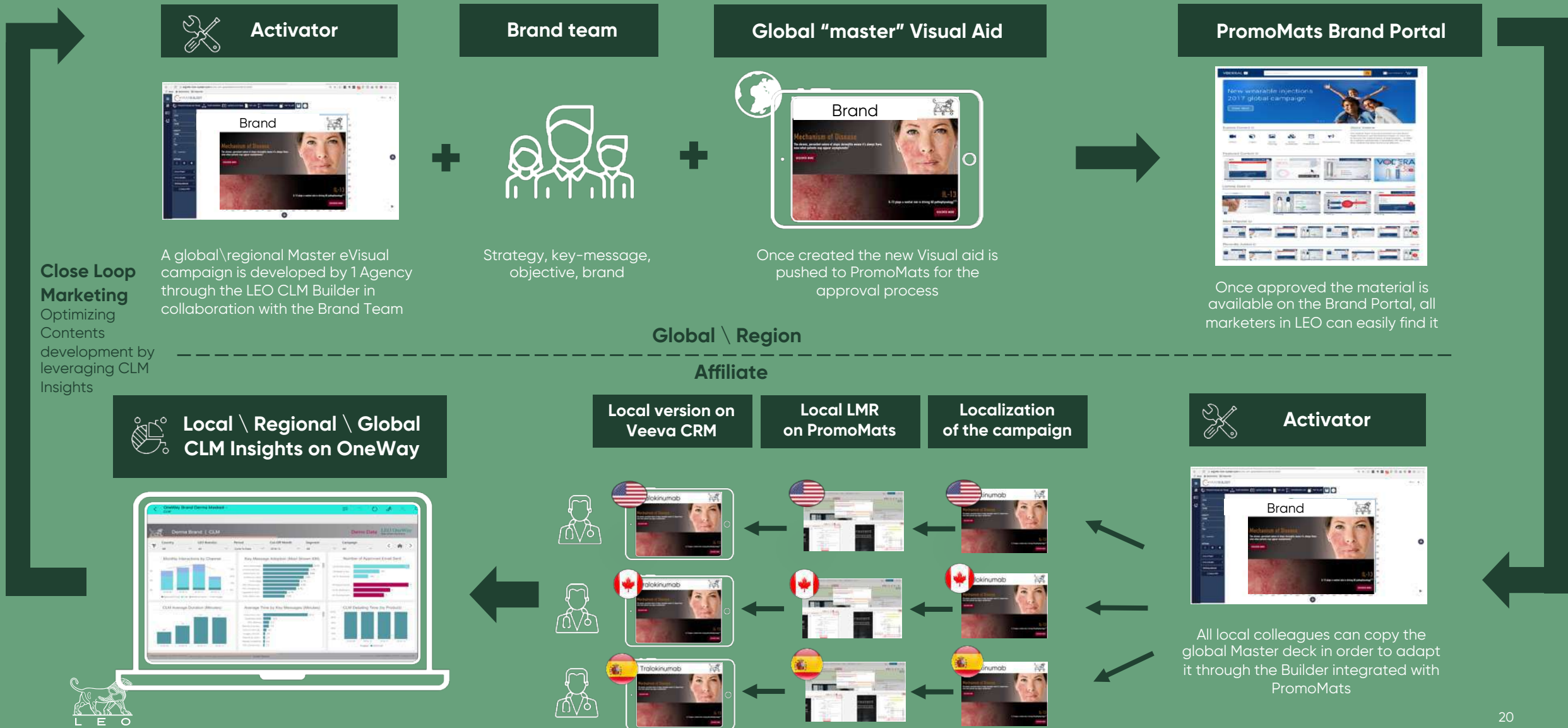


# An example – creating iVAs efficiently



# LEO Pharma Digital Asset Management

Integrated platform can provide more cost effective and coherent content



**Close Loop Marketing**  
Optimizing Contents development by leveraging CLM Insights

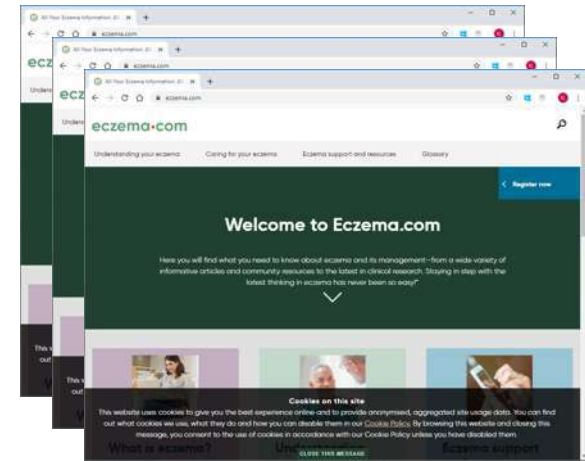
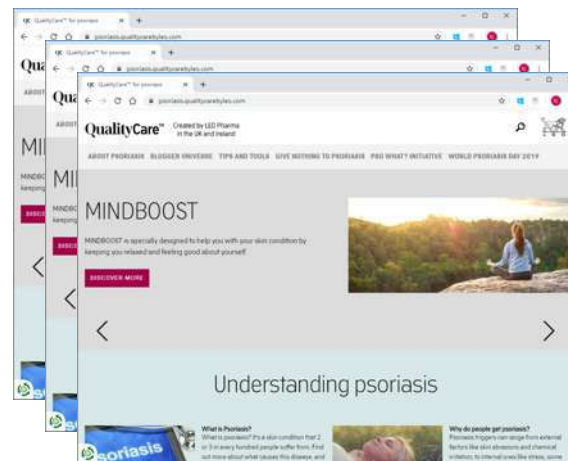
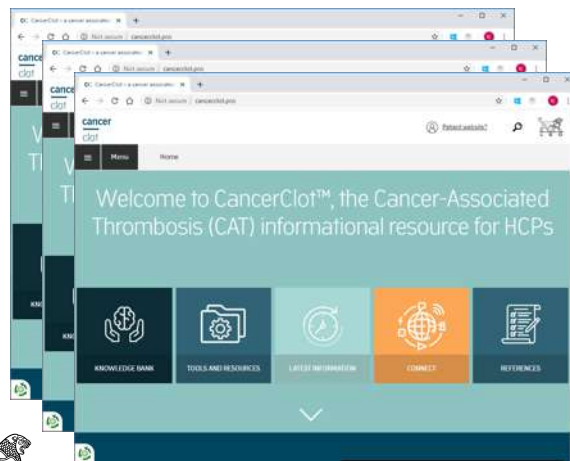
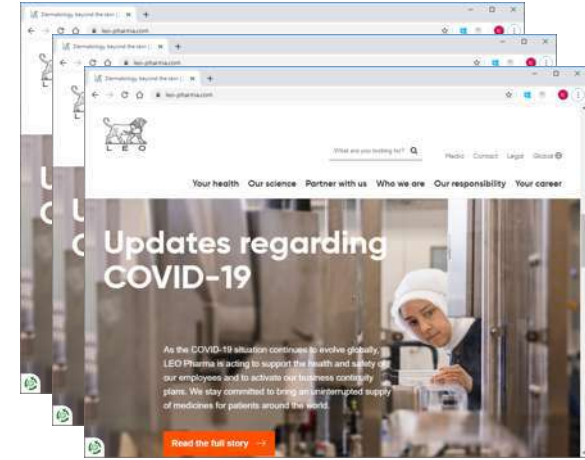
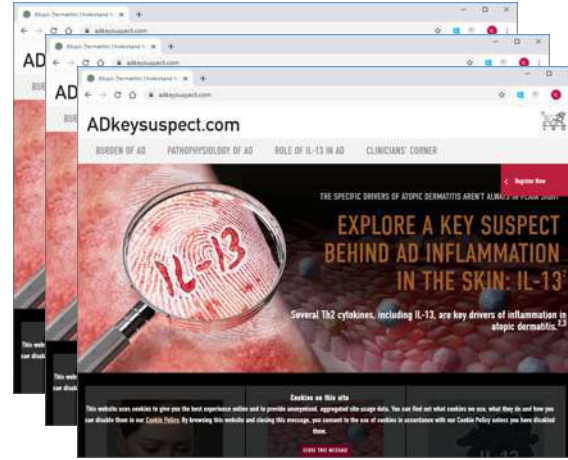
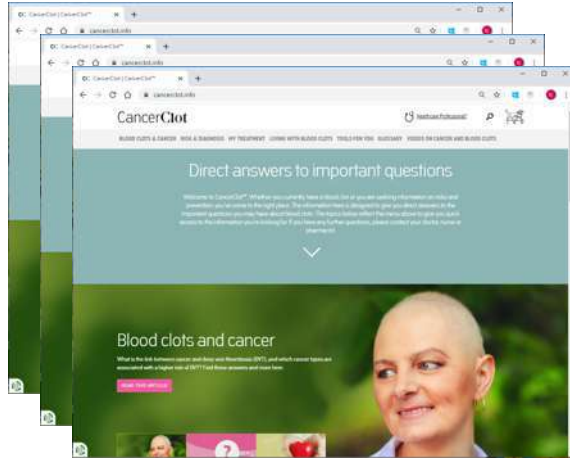
All local colleagues can copy the global Master deck in order to adapt it through the Builder integrated with PromoMats



Consistency ↑  
Agency Cost ↓  
Time spent ↓  
Analytics/CLM ↑

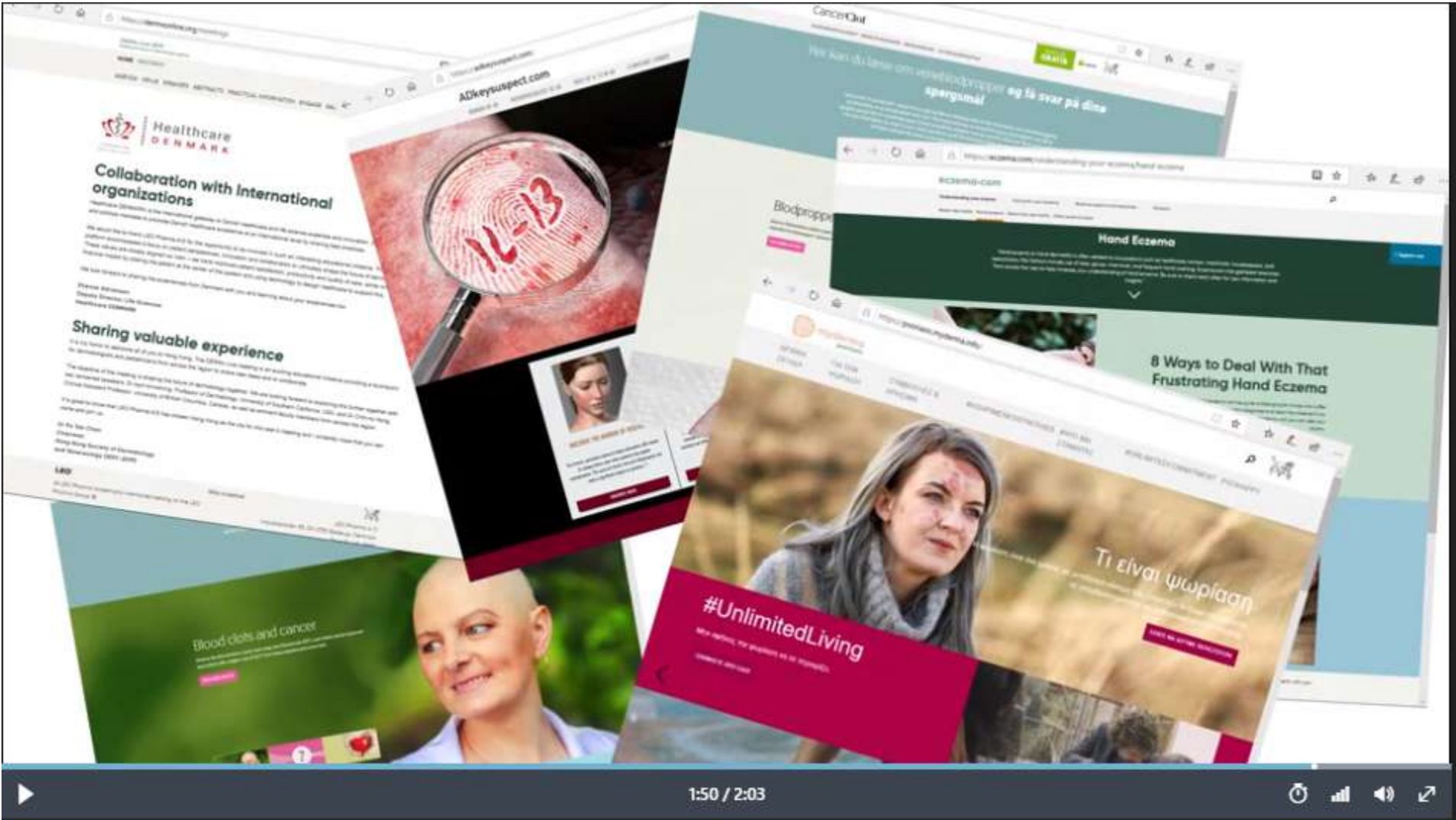


# Another example – creating websites

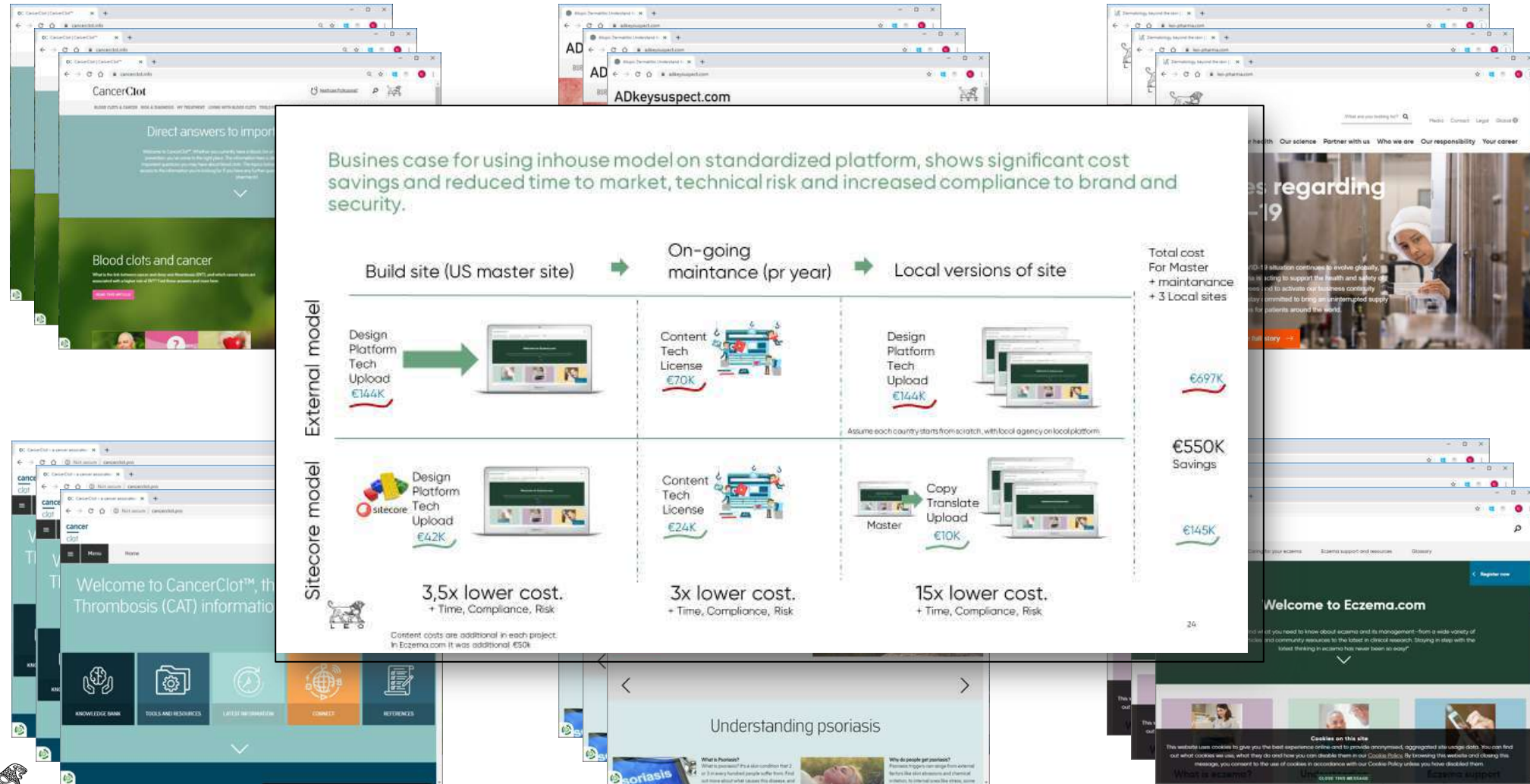


Video explaining how we create websites faster, better and at a much lower cost

[Click here](#)



# And the business case is impressive...





# Business case for using inhouse model on standardized platform, shows significant cost savings and reduced time to market, technical risk and increased compliance to brand and security.

External model  
Sitecore model

Build site (US master site)



On-going maintenance (pr year)



Local versions of site

Total cost  
For Master  
+ maintenance  
+ 3 Local sites

Design  
Platform  
Tech  
Upload  
€144K



Content  
Tech  
License  
€70K



Design  
Platform  
Tech  
Upload  
€144K



€697K

Assume each country starts from scratch, with local agency on local platform



Design  
Platform  
Tech  
Upload  
€42K



Content  
Tech  
License  
€24K



Copy  
Translate  
Upload  
€10K



€550K  
Savings

€145K

3,5x lower cost.  
+ Time, Compliance, Risk

3x lower cost.  
+ Time, Compliance, Risk

15x lower cost.  
+ Time, Compliance, Risk



Content costs are additional in each project.  
In Eczema.com it was additional €50k

Business case for using inhouse model on standardized platform, shows significant cost savings and reduced time to market, technical risks and legal obligations to build and security.

**Consistency** ↑

**Agency Cost** ↓

**License Costs** ↓

**Time spent** ↓

**Analytics/CLM** ↑

**Compliance & security** ↑

Build site (US master site) → On-going maintenance

**External model**

Design Platform Tech Upload €144K

Copy Tech License €70K

Copy Translate Upload

**Sitecore model**

Design Platform Tech Upload €42K

Copy Translate Upload

Total cost For Master + maintenance + 3 Local sites

€697K

€550K Savings

€145K

3,5x lower cost. + Time, Compliance, Risk

3x lower cost. + Time, Compliance, Risk

15x lower cost. + Time, Compliance, Risk

Content costs are additional in each project. In Eczema.com it was additional €50k

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# Wrapping it up



# Our Journey...



