

# Competitor Planning and Response

## Capabilities Overview

November 2022

Contact: Jane Ayton, SVP Commercial Consulting

[Jane.Ayton@lumanity.com](mailto:Jane.Ayton@lumanity.com)

Discover more here: [Going beyond the obvious: VIDEO OVERVIEW](#)



# Competitor Planning and Response

Driving brand success by transforming competitor insights into competitive advantage

Whether facing new competition or existing adversaries, planning your move in complex competitive space requires skilled analysis and focus to anticipate, prepare and respond to the challenges ahead.

**Lumantia** are experts at assessing your competitive landscape and asking the right questions. We guide you and your teams *beyond the obvious*, helping you make confident strategic decisions on how to win in the competitive environment.

## Why Lumantia?

- Extensive experience helping brands navigate complex competitive environments across a wide spectrum of therapy areas
- Ability to bring a Challenger mindset to workshops, asking the difficult questions for cross-functional teams to sharpen the competitive response

**Competitoroom™** is the cornerstone of each bespoke engagement - a competitive immersion in which cross-functional teams anticipate competitor actions and reactions and explore the implications for your brands.

## We can help you



Define the **competitive challenges** that will have the biggest impact on your asset.



Generate **fresh insights** on selected competitors and create a **hypothesis for plausible future scenarios** (supplemented by new primary and secondary research as needed).



Decode your competitor(s) strategy through diver techniques to develop a **thorough understand of how your competitors think and act**.



Distil the **implications for your strategy** and help you build out a **winning response plan**.



Create a robust competitor plan with the **actions needed to deliver against the choices** you've made.



Create your dashboard to **track competitor moves** and adapt where necessary, staying one step ahead of the competition.

# Scenario and Competitor Planning

## Example Case Study

### Market and competitor scenarios in a rapidly changing market

#### Dermatology

---

#### The Client

A top 10 global biopharmaceutical company working in immunology with a new dermatology asset

#### The Business Challenge

Client was developing an early commercial strategy and Phase 3 program for an important new dermatology asset in Phase 2 development. Needed to account for a rapidly changing market with uncertain competitive dynamics and several players also in Phase 2/3 development.

#### Our Approach

- Created a detailed overview of the future, focusing on competitor profiles and dynamics via a combination of desk research and engagement interviews with client teams and key stakeholders
- Built a framework with four plausible future market scenarios to challenge thinking
- Created cross-functional team workshops to review the environmental and competitor analysis, and refine scenarios
- Conducted Competitorroom™ simulations to identify likely competitor approach in each market scenario and have clarity on the consequences for the brand
- Produced overall strategy, with critical success factors and market positioning, allowing informed development of Phase 3 objectives

#### Outcome

- Agreement of a robust early commercial plan and global strategy accounting for multiple market and competitor scenarios, aligned across clinical development, commercial and other functions
- Informed Phase 3 Development Plan based on sound internal assumptions and competitor analysis
- Engagement across all functions from HEOR and Market Access to Legal, Regulatory and Marketing



*“I’d like to say a big thank you to [Lumanity] for steering us through such a rigorous process that has clarified and sharpened our thinking about the competitive landscape.”* **Project Lead**