

Using the RACE Planning Framework to deliver a global business plan

Global Pharmaceutical Company



Enterprise Business Member:
Senior Global Digital Director

Industry:
Pharmaceutical

Company:
Anonymous

Company Size:
100,000+ employees

THE CHALLENGE

- Needing to create a new marketing model for business transformation.
- Relying on various sources to create their marketing plan.

THE SOLUTION

- RACE Planning Framework for integrated digital marketing.
- Transparency with the team to help them understand how to create a new plan.

THE RESULTS

- Support whilst creating their digital transformation process.
- A stronger foundation for their business planning.

Smart Insights resources helped a Global Pharmaceutical Company (GPC) develop a new marketing model, which they now use in their everyday planning. Instead of relying on various sources and then having to verify the information, the Business Member's team uses Smart Insights to help with their business transformation.

“After using my Smart Insights Business Membership, I found real value in the resources and therefore expanded our subscription to the rest of my team”

- Senior Global Digital Director (Business Member)

Why is the RACE Planning Framework important?

As a result of Smart Insights Business Membership, the business member has devised a new marketing model from a foundation of the Smart Insights RACE Planning Framework, which is now part of their everyday business planning. This was a hugely successful development and is now part of the organization's global business planning process.

Why has the organization invested in 16 Smart Insights Business Membership licences?

The Global Pharmaceutical Company was previously using various sources of information to inform its marketing models and was looking for the best marketing framework, mainly through Google searches.

Much time was spent trying to verify the validity of the information - they needed a credible source. After seeing the value of a Smart Insights subscription, the digital director decided it would be beneficial for his whole team to have access to always have credible and trusted sources of actionable advice at hand.

How the pharmaceutical company benefited from the RACE Planning Framework

The company used Smart Insights to support their digital transformation process and have used the RACE Framework to create a new marketing model.

The company now uses Smart Insights to get much-needed, trusted, insights and marketing approaches in their data-driven business.

“I really like the Smart Insights RACE framework since it gives me a multichannel marketing framework that we can adapt to our different business opportunities. I have found it really easy to use for developing plans and the feedback from the business has been very positive.”

How Smart Insights helped the GPC

The Senior Global Digital Director explained that they were previously struggling to bring together a variety of fragmented thinking into their digital marketing models, but with the 'backbone' provided by Smart Insights models and frameworks, they now have a strong foundation for their business planning.

“The on-trend articles help my team stay up to date and the templates are fantastic!”