

## Eli Lilly: Global interactive marketing best practice

*"Our relationship with Blue Latitude has helped us launch a global brand. Blue Latitude now cascade interactive marketing best practise throughout our global network"*  
**Roni Chase, International Team Leader, Eli Lilly**

### Challenge

Eli Lilly is a global pharmaceutical business operating in over 200 countries worldwide, with annual sales in excess of \$14bn. Each of Eli Lilly's country offices ('affiliates') is charged with the local marketing in regulatory environments that differ significantly.

Our task was to identify global interactive marketing best practise standards, and then adapt and cascade this best practise for the major affiliates.

### Strategy

Blue Latitude's approach centres on a programme of workshops, the objectives for which are:

- Engage with the affiliate to understand the local regulatory environment and brand strategies;
- Communicate global best practise guidelines and collaborate with the affiliate to adapt these to the local environment;
- Assimilate insight gained from the affiliate into the best practise guidelines to improve interactive marketing globally;
- Empower affiliates by assisting with the selection and ongoing management of local agencies;
- Specify and manage a global reporting structure allowing the performance analytics of Eli Lilly online properties to be compared across geographical and cultural boundaries.

### Implementation

We have now worked in more than 20 territories Australia, Brazil, Canada, China, Finland, France, Germany, Indonesia, Israel, Italy, Japan, Korea, Mexico, New Zealand, Portugal, Romania, Singapore, Spain, Sweden, Thailand and the UK. The 2008 programme continues to expand local learning, and includes modules on:

- Developing interactive propositions
- Building usable websites that are accessible
- Online marketing (search, partnerships, affiliate, and media)
- Interactive performance analytics (ROI)

### Results

Most of our activity focussed on a major global product launch (Cialis), which has moved from **challenger** brand to brand **leader** in more than 18 territories, with worldwide sales now exceeding **\$1 billion**. The interactive best practise workshops have:

- Cascaded interactive best practise throughout complex regulatory environments
- Moved Lilly towards a common standard for interactive performance measurement (ROI)
- Won awards for integrated marketing
- Helped 18 territories achieve brand leadership over a three year period