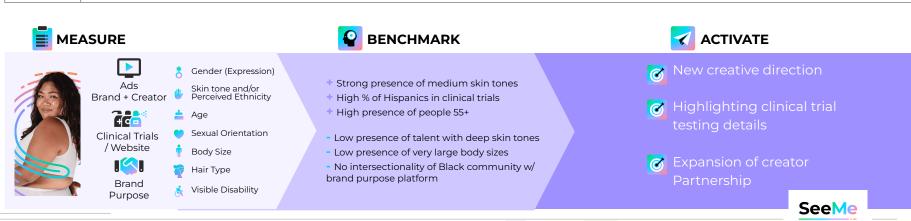
Pharma Brand

## **SeeMe Index Competitive Analysis**

Leveraging AI to analyze competitor and industry marketing efforts

C	hallenge	The GLP-1 category is evolving quickly with diabetes and weight loss use cases, but there was a lack of understanding of how the category was leaning into opportunity audiences like South Asians, Hispanics and millenial women.
Δ	pproach	SeeMe Index analyzed 22 companies across the diabetes and weight loss categories to establish how the industry was currently supporting opportunity audiences and highlight opportunities to accelerate organization's market share growth.  Findings highlighted distinct opportunities for organization to lead across ads, creators, clinical trial claims and purpose.
		Findings nignification copportunities for organization to lead across ads, creators, clinical trial claims and purpose.
R	esults	<ul> <li>New creative direction was pursued for brand which included talent from lesser scene identity groups</li> <li>Clinical trial participant leadership was highlighted in brand communications</li> </ul>



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