

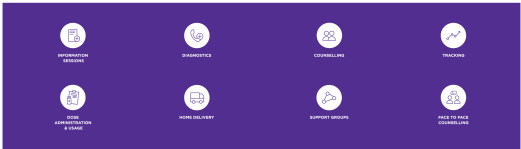
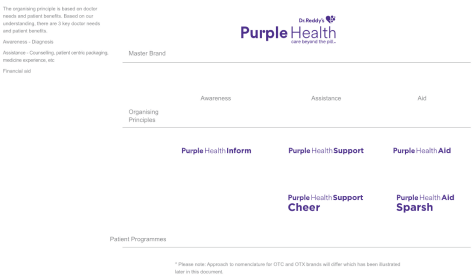
Introduction to the new Purple Health brand architecture

The new Purple Health brand architecture makes Purple Health a compelling proposition for all stakeholders and creates awareness and engagement with Dr. Reddy's. Additionally, a master brand approach will help in a manner that:

- Clarifies the Purple Health proposition
- Aids efficient use of resource
- Helps focus on delivery
- Enables growth for the future
- Builds equity for the corporate brand



Brand Architecture*



THE COLOUR OF GOOD HEALTH

OVERDOSE
2 billion \$ in revenues, 25 global manufacturing facilities, 65 patents, 11 to be listed on the NYSE. And 200+ products, several of which offered patient support programs of their own.

Disease diagnosis, counseling, therapy adherence, patient-friendly packaging, financial help – a range of such service brands over and above the many medicine product brands was becoming an overture for the medical community. Program recall was low, program adoption was lower still. Plus the independent identities of these programs did not tie back to the source – Dr. Reddy's.

Dr. Reddy's intention to extend comfort beyond its core purpose of access to affordable medicines, was noble. But the clutter of overlapping patient support services was not.

RESEARCH & PROTOTYPING
When the ailing brand patient approached Landor, we began by examining its pain points through primary and secondary research. We did in-depth interviews with in-house R&D teams and management personnel. We listened to doctors, the key influencers and patients, the prime beneficiaries. We conducted a Competitor Audit and undertook a Benchmark study.

But most important, we had targeted discussions with Medical Representatives – the street evangelists of Dr. Reddy's patient care programs. We shadowed them on their rounds to clinics and hospitals, observed their dialogue with doctors.

After prototyping a series of brand organizing scenarios, we discovered the cure. Housed in Dr. Reddy's sprawling brand architecture, Purple Health was a strong, popular patient-focused platform that believed in 'care beyond the pill'. This existing platform was elevated and adapted to accommodate the range of patient support programs.

THE MASTER BRAND
Purple Health played master brand to Dr. Reddy's Awareness, Assistance and Aid programs. Awareness programs now named Purple Health Inform, covered disease awareness and diagnosis. Assistance programs called Purple Health Support, dealt with access to medicines, the therapy experience and therapy adherence. Aid programs labelled Purple Health Aid, addressed financial aid for medical conditions.

The master brand system was developed down to the last detail. Decision trees were mapped to help name patient programs created in the future. A uniform system of nomenclature was put in place to indicate the range of services and benefits offered by the programs. The new system was rolled out in Identity Design, Visual Aids, Leave Behind Literature, on the Website and in Mobile Apps.

RESULTS
After Landor's treatment, Dr. Reddy was restored as the hero of the Purple Health story. Now that all patient programs were signed under the Purple Health umbrella, Purple Health became a compelling proposition for brand stakeholders. The reorganized brand system created an increased awareness and engagement with the corporate brand.