

Healthcare

CASE STUDY



WE MAKE YOU
STAND OUT

Client:

TAKEDA





Background

The Takeda Pharmaceutical Company Limited is a Japanese multinational pharmaceutical and biopharmaceutical company. It is the largest pharma company in Asia, and one of the top 20 largest companies of its kind in the world by revenue.

Because of the nature of the industry, Takeda needs to be prepared to face reputational challenges, be aware of (and be able to respond to) competitive threats, and receive market insights regularly and quickly to help it develop its strategy.

Approach

As the retained PR agency for Takeda, Midas PR regularly analyses and provides weekly updates related to the vaccination roll-out, Takeda-specific news, Dengue treatment advances and other healthcare industry movements, opinions and key developments.

The agency has been analysing and monitoring key competitors and conversations for over 4 years. We conduct media industry analysis and provide a strategic plan to reach out and pitch stories to media.

The agency also provides an APAC communication annual analysis report on news coverage and Social Listening insights for Thailand.



Screenshot:

[A Takeda report pitched to Bangkokpost.com](https://www.bangkokpost.com/health/medication/takeda-begins-regulatory-submissions-for-dengue-vaccine-candidate-in-eu-and-dengue-endemic-countries)

Results

Takeda has expressed it benefits greatly from the media industry analysis service, as it provides deep-yet-accessible insights built on local, on-the-ground knowledge. This enables Takeda to empower local decision-making and plan ahead, especially as its global business moves forward during the pandemic period.

Actionable insights we give them continue to help Takeda effectively create and execute its regional communication plan, as well as respond quickly to opportunities (and threats) that emerge as a result of the analysis.

According to Midas research in 2021, the average 'general vaccination conversation' frequency rapidly increased during the pandemic with a 'net negative' balance in the first half of the year, yet a positive one in the second half of '21. Midas has conducted in-depth research on the General Perception of Vaccines & Country-Level Insights and Takeda Implications in terms of Hesitancy & Confidence, Access, Awareness Programs, and Dengue, in order to make recommendations on communication strategies and tactics.

Midas PR provides cost-effective media and social media reporting solutions, including focused high-level executive reporting, content/release publishing results against established KPIs, media surveys and more, built around your specific needs.



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