



# 'First Source'

## Encouraging press to contact Dendrite



### Background

Founded in 1986, Dendrite offers the world's most diversified range of leading-edge solutions to drive sales and marketing effectiveness in the global pharmaceutical industry. Dendrite provides sales, marketing, clinical and compliance solutions to clients in more than 50 countries, including the world's top 20 pharmaceutical companies.

### Objectives

De Facto Communications was appointed by Dendrite Europe Ltd to steer its pan-European media relations programme directed at senior marketing staff in pharmaceutical companies. Fundamental to the development of the overall campaign was to position Dendrite as the 'first source', or point of contact, for the key press when seeking up-to-the-minute insight into pharmaceutical sales and marketing.

### Tactics

In order to establish Dendrite as a 'first source' for information for the pharmaceutical marketing press, De Facto arranged a press briefing at Tower 42, the City of London's tallest building.

De Facto used its sector and media links to ensure that the topic covered during the briefing was of optimum interest by directly contacting editor's to find out which issues they personally regarded as 'hot topics'. Dendrite's senior staff thus briefed the press on 'problems and solutions associated with data-driven Sales Force Effectiveness (SFE) solutions' and the benefits of a new human-centred approach'.

Following the press briefing, De Facto Communications worked pro-actively to place articles, and arrange one-to-one interviews with relevant Dendrite experts.

### Results

- Eight members of the key press attended the briefing
- Content from the press briefing was used directly for articles in the P4 section in Pharmaceutical Marketing and in two articles in PharmaFocus
- The key press now frequently use Dendrite as a resource for information or opinion when writing features. This has led to multiple articles in key titles.

