



Are your Ad Boards Ad Bored?

Interactive, Engaging and Actionable Insights – that’s the Maritz Promise!

Advisory boards are likely to be an integral part of your 2011 tactical plan, whether you are in pre-launch mode, growth phase or trying to generate incremental Rx on a mature brand.

Maritz’ experience spans all phases of your brand’s lifecycle and the different brand objectives throughout each phase.

Completely turnkey operation

Professionally facilitated in both English and French

Rx & D compliant*

Comprehensive and strategic post-program reports and debriefs

Maritz has implemented over 100 advisory boards in the past 4 years

alone for a variety of audiences, including specialists, primary care and allied healthcare providers, to assist clients in achieving some of the following business objectives:

- To generate a brand positioning statement, awareness, and a consistent level of data fluency across a KOL set in pre-launch / launch phase
- To access difficult-to-see customers
- To be part of an integrated KOL development platform
- To develop, refine or test marketing materials prior to market dissemination
- To be used as a behaviour change tool to generate immediate incremental Rx
- To generate actionable insights for brand planning purposes

Regardless of your business objectives, Maritz has the Rx for interactive and engaging advisory boards.

Call Frank [Smeriglio](#) at 905.696.5323 for a case study demonstration that best matches your business need.

* Maritz also has extensive experience with non-Rx & D clients.



Maritz®

The Human Dimension of Sales & MarketingSM

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