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ELEMENT 1 — STDP ANALYSIS

1. Company Introduction

AstraZeneca is a global biopharmaceutical company that is based in the U.K. It is a well-established company known for scientific innovation and therapeutic excellence. Overall, the company's total revenues increased by 18% in the last financial year to 54.1 billion USD (Astrazeneca, 2024).

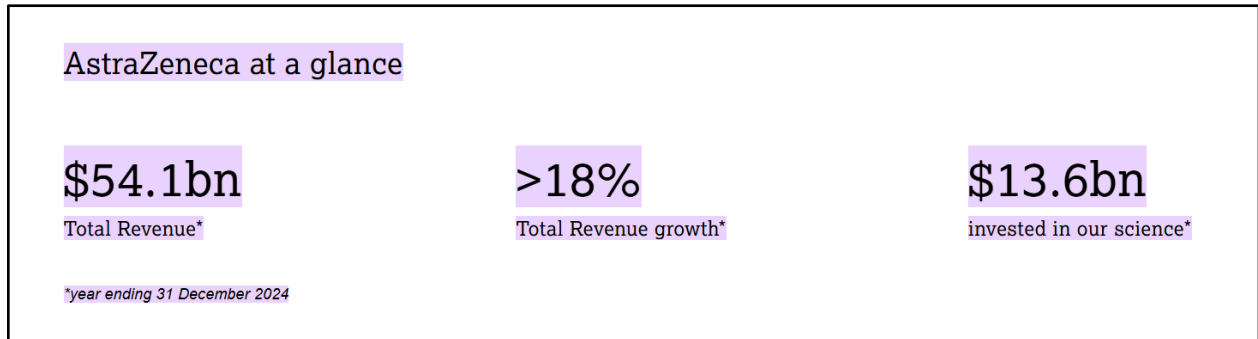


Figure 1: Revenue of AstraZeneca

(Source: Astrazeneca, 2024)

The cardiovascular and oncology departments are the primary revenue generators of the business. The company has a strong respiratory portfolio, including therapeutic interventions for both asthma and chronic obstructive pulmonary disease (COPD), thereby covering a wide range of global disease burden. Based on decades of clinical experience, AstraZeneca is increasingly investing in digital health technology to help manage chronic diseases. This is a strategic venture into consumer-friendly respiratory technology that seeks to strengthen the firm's medical leadership to act proactively in a data-driven paradigm of lung wellness in a high-growth medical sector with precisely defined unmet needs.

2. New Brand Concept: PulmoVitae

PulmoVitae is an integrative ecosystem for respiratory health that combines a medical-grade monitoring device for the lungs with artificial intelligence (AI) capable digital services. This medical device helps capture real-time measurements of several function parameters, such as air flow variability and peak expiratory flow, and the best part of this device is that it is straightforward to use. It captures all data on breathing rate and syncs it with a mobile application on their phone, which, in turn, delivers user-customised notifications on air quality and other necessary recommendations.

Focusing on data and various markers, a smart AI engine can accurately predict respiratory diseases inside the four walls of one's home. The capability of this particular device helps users to get an initial consultation through its tele-health support, where a user can get in touch with an appointed consultant and discuss their issue. This telemedicine helps users acquire better help for their ongoing problems. Life for the Lungs, which is the meaning of the Latin word "PulmoVitae," and the overall concept encapsulates this idea perfectly.

3. Market Trends & Consumer Behaviour Justification

The introduction of PulmoVitae depends on several macro-level trends. Primarily, the field is being dominated by the increasing growth in remote patient monitoring (RPM) systems; it is projected that the global market of respiratory monitoring RPM systems, which is currently worth US\$1,035.3 million in 2024 and will grow till 2030 with a compound annual growth rate of 18.5 percent (Grand View Research, 2025).

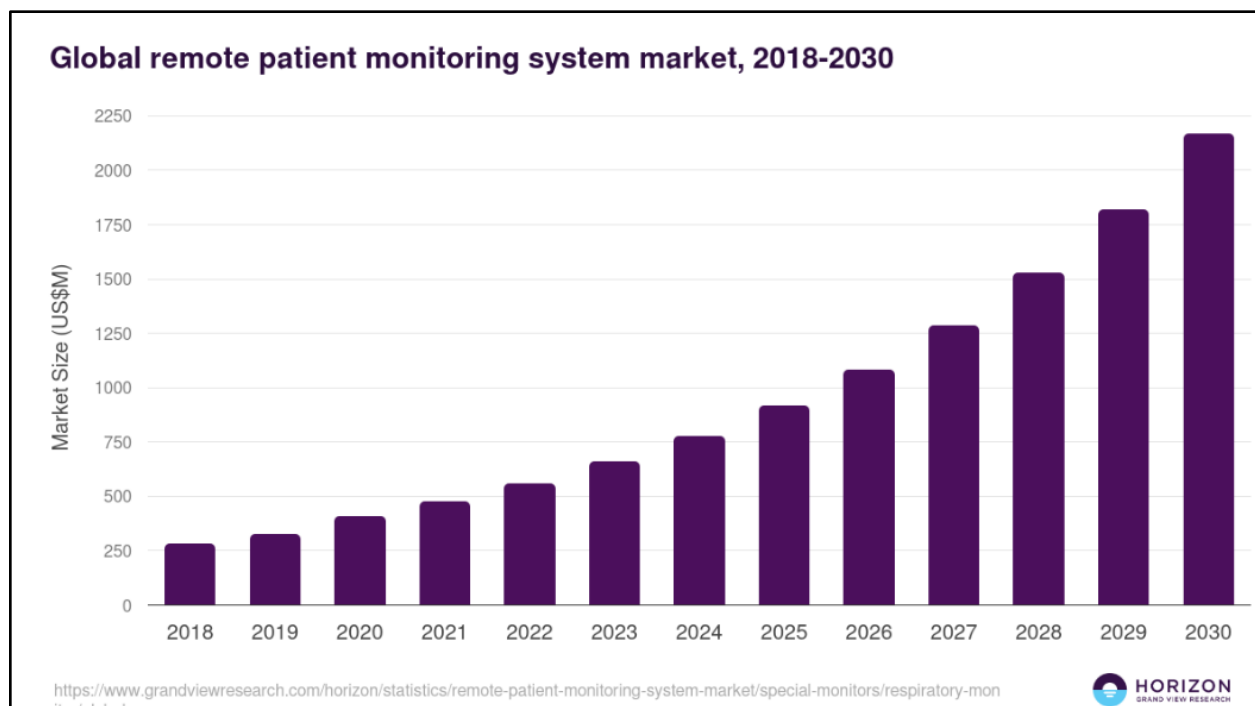


Figure 2: Remote Patient Monitoring System Market Statistics

(Source: Grandviewresearch, 2025)

Meanwhile, the broader RPM market was estimated at USD 22.03 billion in 2024, projected to reach USD 110.71 billion by 2033 (CAGR 19.8%) (Grandviewresearch, 2025).

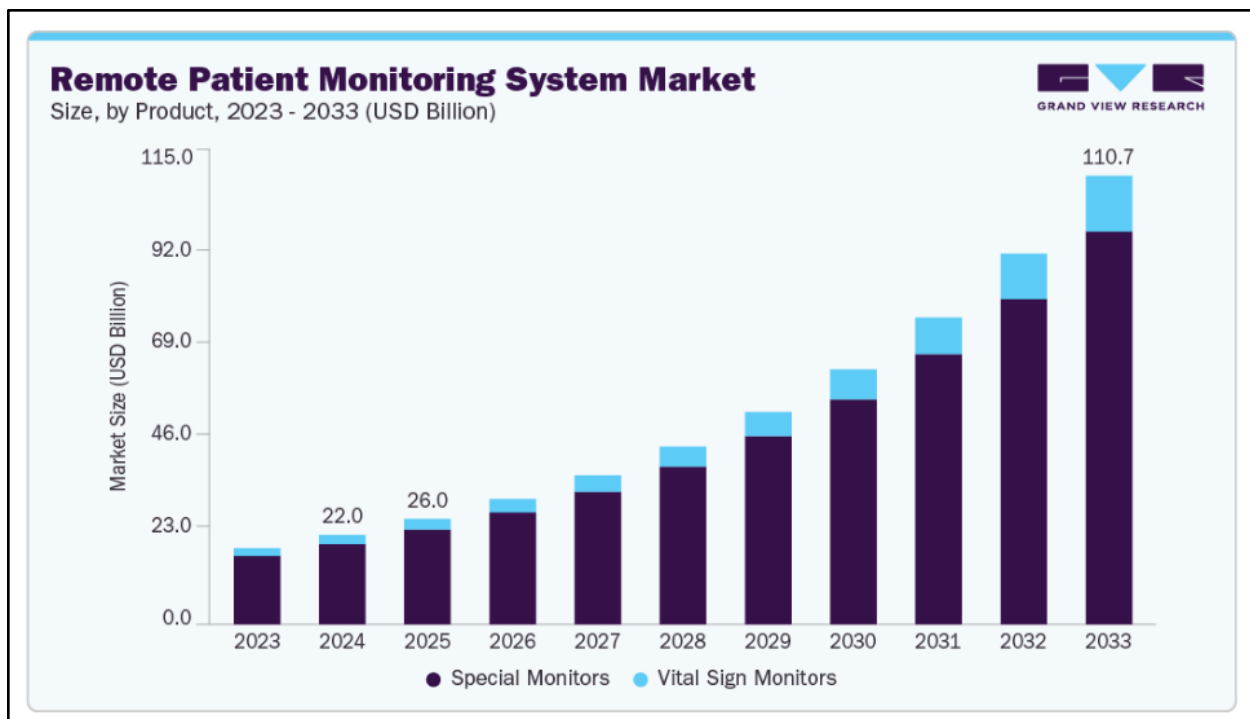


Figure 3: Remote Patient Monitoring System Market (2025 - 2033).

(Source: Grandviewresearch, 2025)

Secondly, the burden of respiratory diseases, which are still high in the UK, sees 5.4 million people on asthma treatment and around 185 daily hospital admissions due to asthma attacks (NHS, 2023; UK Parliament, 2021). Patients with chronic respiratory disease incur major costs and suitability pressure on the NHS. For example, hospitalisation for asthma and for COPD both provide significant unplanned admissions. Plus, air pollution makes respiratory illness worse. Poor air is a major trigger for flare-ups. Consumers are now seeking health solutions that prevent illness because of environmental concerns. Digital health adoption post-pandemic is gathering momentum. Patients are finding greater value in telehealth and real-time monitoring. Patients also depend upon AI-driven insights to control their own health. The combination of these trends will lead to a very favourable climate for PulmoVitae.

4. Segmentation

PulmoVitae’s potential customer base can be segmented as follows:

Demographic:	Adults aged 30–65, particularly those who are middle-aged or older, and those with moderate disposable income
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	to invest in health technology.
Psychographic:	• Patients with diagnosed respiratory diseases (asthma or COPD) are seeking better disease control.
	• Health-conscious individuals prefer preventive care.
	• Wellness-minded users who prioritise long-term breathing health.
	• Tech adopters are comfortable with wearables, AI, and smart health devices.
Behavioural:	• People who value convenience and remote, non-clinic-based monitoring.
	• Frequent users of health apps or wellness devices.
	• Users who respond to predictive alerts and actionable insights.
Geographic:	• Urban UK regions (e.g., London, Manchester) where air pollution is higher and respiratory conditions are more prevalent.

Table 1: Potential customer base of PulmoVitae

(Source: Self-developed)

5. Target Market

- **Primary Target:** A well-established medical necessity cohort includes adults aged 40 to 65 years with mild to moderate asthma or chronic obstructive pulmonary disease (COPD); in this cohort, exacerbations are common, and early detection can minimise emergency room visits. Consequently, their current experience with disease management protocols and ongoing relationships with healthcare systems indicates a high likelihood of adopting and paying for the implementation of an intelligent respiratory monitoring solution that has undergone rigorous validation.
- **Secondary Target:** Individuals aged 25–45 years, who are health-conscious but not diagnosed with a respiratory disease. It also focuses on individuals who are comfortable with digital health tools and AI-based feedback, and who are preventive health seekers. This particular demographic will pay to check their lung condition daily to receive an initial report and mitigate any potential issues.

6. Differentiation Strategy

It can be said that, based on its differentiation strategy, PulmoVitae creates its distinct identity through a hybrid clinical-wellness model. It not only serves as a fitness tracker but also offers AI-powered predictive analytics that have been medically validated. It doesn't work like conventional Wellness apps or tracking meters, as it mainly focuses on lung function data along with environmental context warnings and risk forecasting.

7. Positioning Statement

Positioning

Statement:

PulmoVitae, a remarkable innovation in medical science, offers a proactive lung health solution, especially for people with chronic respiratory illness. This device uses real-time lung function tracking and AI-based prediction technology to gather better information and act at the right time. It provides a telehealth service that leverages AstraZeneca's years of expertise to enhance the overall service.

ELEMENT 2 — MARKETING MIX (7Ps)

1. Product

Two integrated elements designed for proactive action against any respiratory issue are the main focus of the PulmoVitae Hybrid Ecosystem.

- **Hardware (Home Lung Sensor):** A portable kit for home lung monitoring. This model can monitor changes in breathing patterns, air movement, low oxygen levels, and inhale-exhale frequency. Because it connects wirelessly using Bluetooth, it sends data directly into the Pulmo Vitae software without any wires or manual adjustments.
- **Digital Service:** The proposed product will also include a dashboard that displays real-time lung performance and provides diagnostic alerts at specific times. The AI will use biometric and air pollution data specific to the user to issue timely alerts. As one can see, the user can, at any time, have a telehealth video consult with a respiratory specialist/expert or an RN (registered nurse) regarding their issue while using the product. It will also create individualized plans of care for varying patients, e.g., breathing exercises, medication compliance, behavior change referrals, etc. As Effing (2023) discusses, all this functionality is possible through data analytics and risk estimation through the AI engine.
- **Value Proposition:** To sum up, PulmoVitae can detect breathing problems much earlier with rigorous observation. The thing that differentiates it from others is its ability to integrate two elements to monitor lung condition and signal factors of the body and the environment. Apart from that, using this is very easy and provides clinically relevant, reliable predictive tools, and it also provides better initial information for doctors.

2. Price

The PulmoVitae Hybrid Ecosystem will adopt hybrid pricing that aligns with consumer and clinical value.

Pricing Component	Description
Device Cost (One-time)	The home lung sensor will be sold as a single-purchase device. RPM market data shows Bluetooth-enabled clinical devices typically cost US\$30–100 (Healtharc, 2025).

Subscription Tiers (Monthly)	The digital service—AI analytics, app features, and telehealth—will use tiered pricing. RPM programs generally charge US\$100–150 per patient per month (Lifepoint, 2025).
Premium Tier	A higher-tier subscription offering enhanced AI predictions, more frequent telehealth sessions, and optional multi-user (family) monitoring.
Value-Based Pricing	Pricing reflects medical-grade accuracy, predictive AI capabilities, and integration with clinical support—positioning PulmoVitae above generic wellness devices.

3. Place

Distribution of PulmoVitae Hybrid Ecosystem will be multi-channel, ensuring broad availability and trust.

Channel	Description
Online (Direct)	Available through AstraZeneca’s website, enabling full control over customer experience, education, and onboarding.
Pharmacies	Partnerships with UK chains (e.g., Boots) to offer in-store stock, demonstrations, and expert assistance.
Hospitals & Clinics	NHS respiratory departments and private pulmonary clinics will integrate PulmoVitae into care pathways and offer it to patients.
E-commerce Platforms	Sold via major marketplaces (e.g., Amazon UK) to reach tech-savvy consumers.

Digital Delivery	The app will be available on the iOS App Store and Google Play, with subscriptions managed directly through the app.
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4. Promotion

A comprehensive promotional strategy will support the launch and ongoing adoption of PulmoVitae.

Promotional Activity	Description
Digital Advertising	Targeted ads on healthcare platforms (e.g., NHS sites), wellness apps, and social media (Instagram, LinkedIn) to reach patients and health-conscious users.
Educational Content	Webinars, blogs, and whitepapers on lung health, AI monitoring, and pollution risk, referencing London’s 1,700 air-pollution-related admissions (London, 2022).
Influencer Partnerships	Collaborations with respiratory influencers, patient advocates, and digital-health experts to demonstrate real-life benefits.
Public Awareness Campaigns	“Breathe with Confidence” campaign highlighting respiratory disease burden, including England’s 854,922 respiratory admissions in 2024 and 41,367 adult asthma admissions (GOV, 2025).
Trust Messaging	Communication emphasising AstraZeneca’s respiratory leadership to reinforce credibility and clinical legitimacy.
Clinical Partnerships	NHS collaborations and pulmonary clinic pilots offering in-clinic demos and trial devices for patients and nurses.

Trial Offer	30-day free trial of the PulmoVitae app (excluding hardware) to showcase predictive insights.
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5. People

It is very clear that the human resources are going to be the most critical part of its success.

Role	Description
Customer Service Team	Supports onboarding, connectivity, and subscription setup.
Respiratory Nurses / Clinicians	Provide telehealth guidance and interpret AI-generated alerts.
Technical Support Staff	Manage device-app integration, firmware updates, and connectivity issues.
Clinical & Product Experts	Validate algorithms and ensure medical accuracy in product development.

6. Process

Keeping in mind the effectiveness, simplicity, and security, the customer journey will be constructed for the PulmoVitae Hybrid Ecosystem.

Stage	Description
Onboarding	Users unbox the device, scan a QR code, and pair the sensor with the mobile app.
Setup & Calibration	The app guides baseline lung-function testing and environmental calibration.

Continuous Monitoring	The sensor streams data continuously for AI-driven analysis of breathing and air quality.
Insight Delivery	Users receive weekly alerts, monthly reports, and personalised care plans.
Clinical Escalation	High-risk alerts enable telehealth bookings with respiratory nurses or clinicians.
Data Privacy	All data is encrypted and GDPR-compliant with explicit user consent.

7. Physical Evidence

PulmoVitae will focus on delivering evidence of credibility and quality as that can help to build trust among its users.

● App Interface:	Screenshots in promotional materials will show the dashboard, trend graphs, AI risk alert screens, and monthly report previews.
● Packaging:	The device box will be branded with AstraZeneca logos, “medical-grade” validation seals, and a quick-start guide.
● Validation Certificates:	Within the app, users will find certificates and documentation showing sensor accuracy, data security compliance (e.g., encryption, GDPR), and AI model validation.
● User Reports:	Monthly summary reports will be downloadable as PDF documents, showing

	lung-function trends, risk predictions, and personalised recommendations.
● Retail & Clinical Displays:	In pharmacies and clinics, branded stands and brochures will showcase the hardware, app, key benefits, and AstraZeneca's respiratory heritage.

ELEMENT 3 — Marketing Strategy Pitch

Because of respiratory problems, 850000 people in the UK are admitted to hospital as emergencies each year. According to the GOV report (2025), this figure is equivalent to 1,428 per 100,000 people, and the country saw a whopping 7% rise in new cases. It can be said that issues like asthma and COPD are chronic conditions that overwhelming health services and indicate declining health in the community.

In the respiratory system, AstraZeneca has a long-standing commitment to breathing disorders such as COPD and asthma. Considering this, we are going to launch PulmoVitae, a shared system that empowers users to take control of their lung health on a daily basis. Using this, users can observe better progress, as it offers better solutions and an instant indication of any upcoming warnings. Apart from that, this product will merge clinical knowledge with digital feedback, which will be a significant leap forward in fighting respiratory challenges.

This particular product has a lung monitor which, on a daily basis, measures breath rhythm, O2 levels, air movement, as well as respiration speed. Using machine learning models, a smart app analyses data through Bluetooth transfer for early warning signs. With this product, users will get customised breathing routines and pollution updates, and can connect remotely with a lung care specialist without waiting in a long queue.

This product can be a boon for users, as early warnings of breathing problems can help them get timely care. Apart from that, devices are also used by Healthcare practitioners at home, which leads to improved outcomes. Moreover, it has been seen that people are becoming Reliance on digital tools for health tracking, and that can increase the number of users for this particular product as well

Join PulmoVitae in creating a world where our lungs are tracked, forecasted, and kept safe. Become a backer and help us make it happen!

ELEMENT 4 — Reflection

1. Understanding Gained

This project helped me deepen my understanding of STDP analysis and market segmentation. In order to craft this particular brand, I need to carefully consider the requirements of different respiratory health segments, which are preventive users, chronic patients, as well as tech-savvy seekers. While doing this, I understand that it is very critical to align product features with user pain points.

2. Skill Development

I have realised that this particular project pushed me to apply my critical thinking and market analysis to achieve better results for the mentioned organisation. While proceeding with this project, I sharpened my strategic marketing skills by building a 7Ps makes that helps me to balance medical credibility with consumer appeal. I can also say that this particular marketing mix model helps me to develop a structured framework to plan effectively and launch a new product or brand for the chosen organisation. Product design, pricing, distribution, promotion, people, process, and physical evidence of this particular model provide a great path for any organisation to align its product with the requirements and expectations of the consumer (Sadri and Aprianingsih, 2025). I have also realised that translating intricate clinical requirements into a value proposition as well as a go-to-market plan helps my ability to communicate my technical ideas in a robust manner.

3. Challenges

The hindrance in this whole proceeding was distinguishing the mentioned brand from other smart-health devices without overclaiming. This field has already seen products like smart inhalers and wellness trackers, as well as emerging AI tools. As a result, it is very clear to me that I need to emphasise the organisation's clinical reputation and combine it with predictive AI; however, while doing this, I need to be cautious and realistic about regularity, adoption barriers, and technological integration. In the meantime, another challenge appeared, which was integrating public-health statistics to build a comprehensive case without overwhelming the pitch with data.

4. Pitch Experience

Another new thing that happened for me was preparing the pitch, as it forced me to refine how I present the strategic narrative. In the midst of everything, I found courage in summarising an intricate value proposition in about 200 words. I mainly focused on my tone, emphasis as well as clarity, as I knew that I had to present it to both investors and customers. I can say that it has helped me to polish my creativity, as well as I had to design a flow that tells a story, not just list facts.

5. Future Improvement

After completing this project, I can say that if I were to do it again, I would conduct deeper market research, such as competitor analysis and consumer interviews, as this can help me validate pain points and willingness to pay. I can also focus on creating a financial projection, which can provide a forward path for the brand to attract more investment. Throughout this process, I found that time management was a challenge, as balancing academic research with strategic thinking, as well as writing, required more planning than I expected.

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