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Top Challenges and Goals in Oncology Branding: What Pharma & Biotech Teams Need Now

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Oncology brand teams in pharma and biotech face intense pressure to differentiate their brands while delivering measurable value. A July 2025 BGB Group survey of 100 oncology brand professionals reveals the top challenges and goals shaping their priorities over the next 12-18 months. These insights highlight the need for strategic, data-driven commercialization approaches to meet market demands and internal objectives.

The Top Challenges: Strategy and Differentiation

The survey identifies brand strategy as the top concern for 42% of respondents, followed by adapting to evolving digital marketing trends (40%) and differentiating in competitive markets (39%). These challenges reflect the complexity of crafting campaigns that stand out in a crowded oncology landscape, where rapid innovation and regulatory hurdles demand precision.

Laura Morrison, who has guided many oncology brand initiatives as Managing Director, Strategy at BGB Group, offers insight into why differentiation remains so elusive. “What I’ve observed working with oncology brands is that differentiation often fails when teams focus solely on clinical data points rather than the complete patient experience,” notes Morrison. “The most successful brands I’ve worked with recognize that true differentiation comes from understanding how their therapy fits into the patient’s entire care journey - from diagnosis anxiety to treatment adherence challenges to long-term survivorship concerns.”

Managing budget and resource constraints (36%), measuring campaign ROI and performance (36%), and meeting tight timelines (35%), further complicate efforts, as delays can undermine competitive positioning in fast-moving therapeutic areas.

Top 3 Issues Keeping Stakeholders Up at Night — Oncology

TOP ISSUE

42%

**Brand Strategy/
Positioning**

2nd MOST IMPORTANT

40%

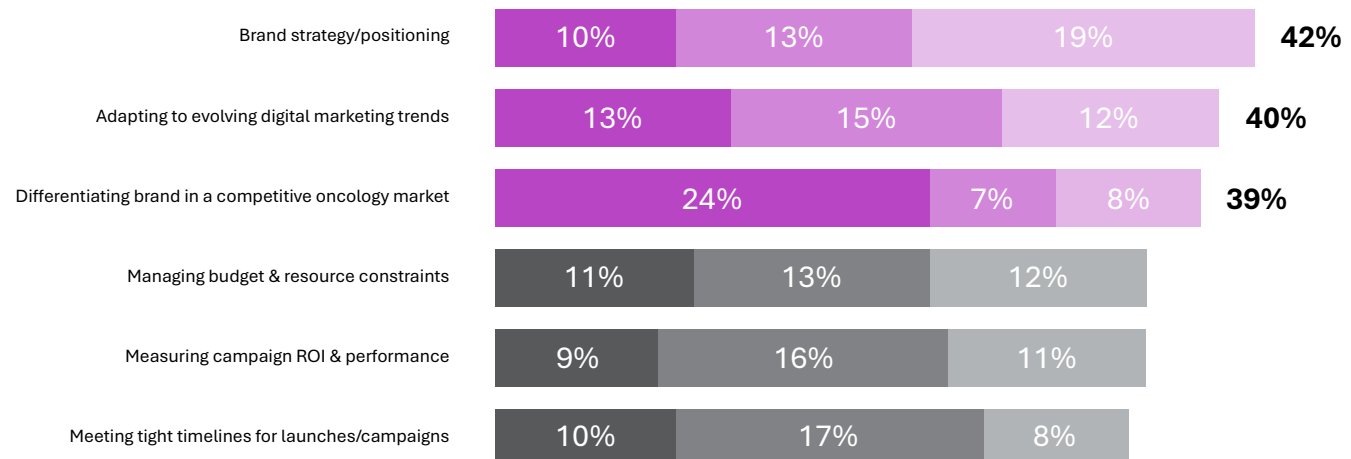
**Adapting to evolving
digital marketing trends**

3rd MOST IMPORTANT

39%

**Differentiating brand
in a competitive
oncology market**

Ranked: 1st 2nd 3rd



Critical Goals: Positioning and ROI

Over the next 12-18 months, 57% of oncology brand teams prioritize enhancing and differentiating their brand’s positioning, signaling a shift toward patient-centric, value-driven narratives. Demonstrating return on investment (ROI) is the second-most critical goal (42%), reflecting pressure to justify marketing budgets amidst high R&D costs. Improving brand awareness among HCPs and patients (35%), increasing market share and sales volume (34%), and optimizing digital engagement (34%) are also key, underscoring the growing importance of omnichannel strategies to reach healthcare professionals (HCPs) and patients effectively.

Top 3 Goals Most Critical to Achieve in Next 12-18 Months — Oncology

TOP GOAL

57%

Enhance brand positioning & finding the right competitive differentiation

2nd MOST IMPORTANT

42%

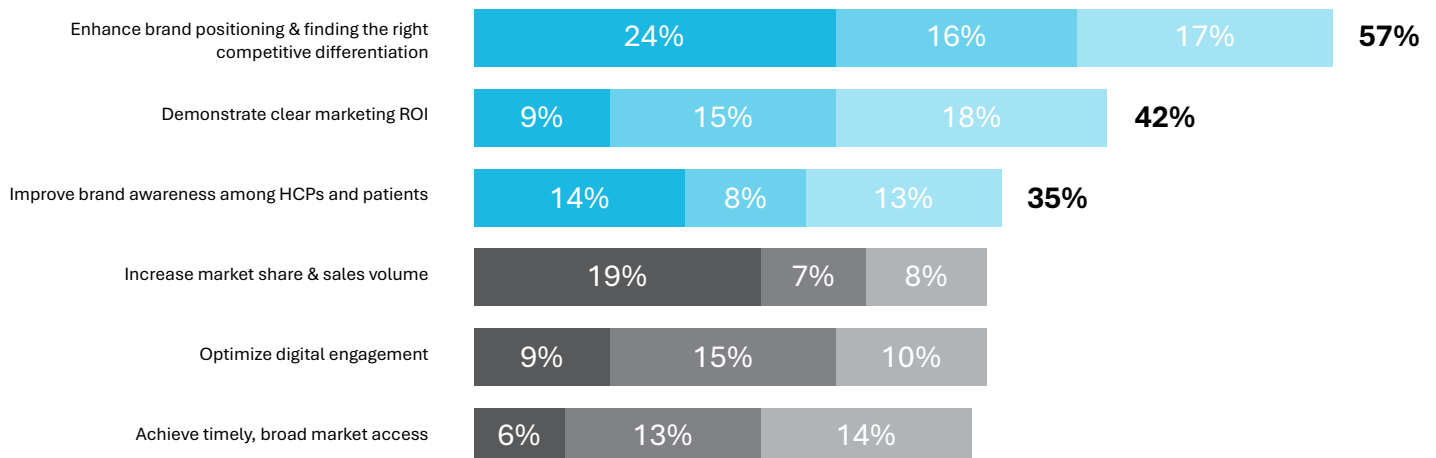
Demonstrate clear marketing ROI

3rd MOST IMPORTANT

35%

Improve brand awareness among HCPs and Patients

Ranked: 1st 2nd 3rd





Strategies for Brand Teams to Succeed

To address these challenges, many brand teams are leveraging omnichannel tools and approaches, with 43% already utilizing omnichannel, 46% actively assessing options, and the other 11% planning to use omnichannel but not yet assessing.

Integrated data platforms, used by 58% of oncology-focused teams, enable precise targeting and ROI tracking, aligning campaigns with differentiation goals. Modular content (54% adoption) streamlines MLR approvals and supports personalized, scalable campaigns to boost speed-to-market. Omnichannel strategies, rated as extremely or very valuable by 50% of respondents, and valuable by 46%, create seamless experiences across digital, social, and traditional channels, enhancing awareness and engagement.

“I’ve seen oncology teams struggle with omnichannel execution because they treat HCPs and patients as separate audiences,” explains Morrison. “The reality is that today’s patients often arrive at appointments having researched everything. The most effective omnichannel strategies create complementary touchpoints where the patient education materials reinforce the HCP conversations, rather than existing in silos.”

By prioritizing clear KPIs and data-driven insights, teams can align campaigns with patient journeys and business objectives.

89%

of oncology brand teams are already using, assessing, or planning omnichannel approaches to improve engagement and differentiation.

“

The most effective omnichannel strategies connect patients and HCPs through complementary touchpoints — not separate silos.”

Laura Morrison

Next Steps for Oncology Brands

Oncology brand teams must navigate a complex landscape to achieve their goals. By focusing on patient-centric strategies and leveraging tools like integrated platforms and omnichannel approaches, teams can drive differentiation and measurable results. Close collaboration with specialized commercial agencies is critical to success, and clearly communicating priorities ensures agencies deliver tailored solutions that align with brand vision and regulatory demands. As digital trends evolve and competition intensifies, partnering with experts who translate insights into action is essential.

Ready to elevate your oncology brand?

Email **Amanda Eckel** at BGB Group at aeckel@outreach.bgbgroup.com to team up with an agency and turn challenges into opportunities.



About the Author

Drew Bustos, Chief Growth Officer at BGB Group, drives innovation in life sciences through strategic vision and data-driven leadership. His extensive research across therapeutic areas and analytical approach have delivered substantial growth and market expansion, positioning him at the forefront of industry solutions.

About BGB Group

BGB Group is an independent agency with over 500 employees founded in 2005. With exceptional medical and therapeutic area expertise, BGB provides comprehensive services, including medical communications, healthcare advertising, payer and market access, and strategic consulting to pharmaceutical and biotechnology companies. Committed to speed, efficiency, and superior results, BGB delivers impactful outcomes for its clients. Learn more at www.bgbgroup.com.

Sources: BGB Oncology Insights, July 2025, N=100