



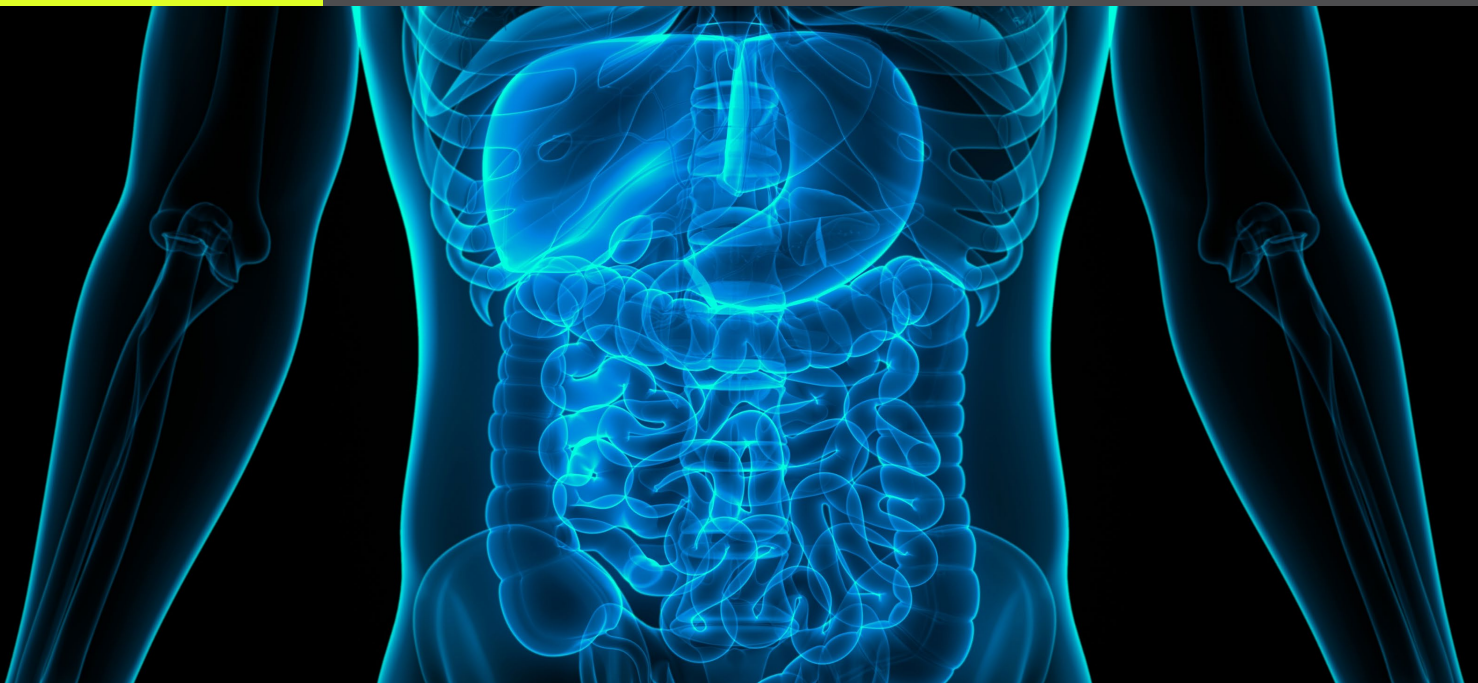
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Gut Check: Aligning Ambitions and Realities in the Competitive World of Gastroenterology Brand Promotion

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The Sleepless Nights of Gastroenterology Branding

In the hyper-competitive landscape of gastroenterology therapeutics, where innovative biologics jostle with established treatments, brand leaders face a relentless push to stand out.

A recent survey of 100 gastroenterology brand professionals at pharmaceutical and biotechnology companies reveals a stark reality: ambitions for sharp positioning and market dominance often collide with operational hurdles.

Conducted in August 2025 by BGB Group, the survey yielded results highlighting how differentiation remains the top concern keeping 60% of stakeholders up at night, closely followed by tight launch timelines (47%) and brand strategy woes (43%). Yet, amid this pressure, emerging tools like AI, omnichannel approaches, and strategic agency partnerships offer a pathway to realignment¹, ensuring gastroenterology brands not only survive but thrive in a market projected to reach \$69.5 billion by 2034.²

Top 3 Issues Keeping Gastroenterology Brand Teams Up at Night

TOP ISSUE

60%

Differentiating brand in a competitive Gastro market

2nd MOST IMPORTANT

47%

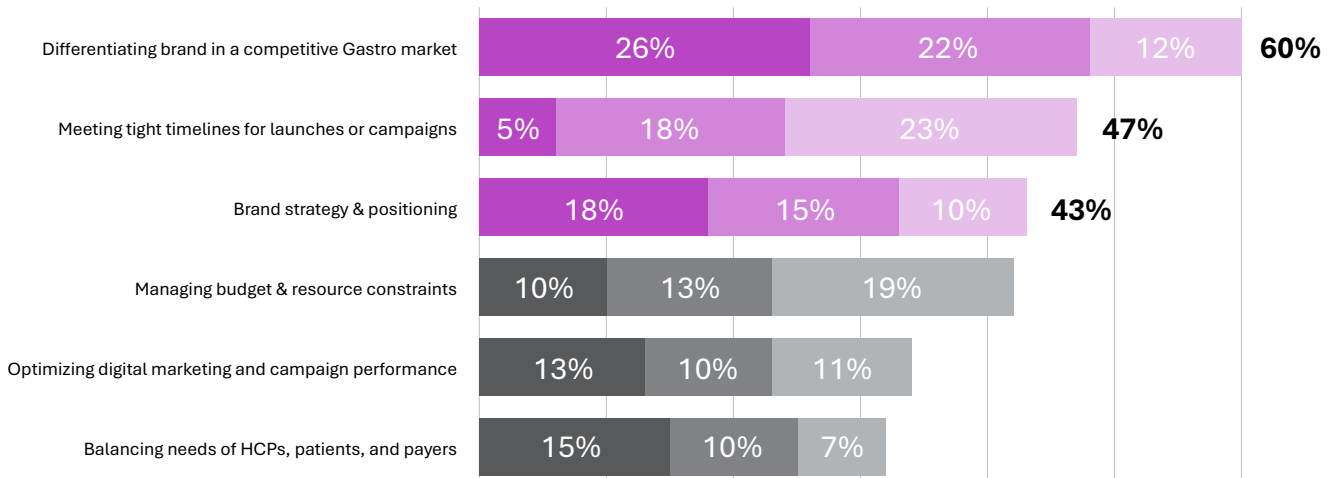
Meeting tight timelines for launches

3rd MOST IMPORTANT

43%

Brand strategy & positioning

Ranked: 1st 2nd 3rd



Agency Frustrations: Where Execution Falls Short

The story begins with the crowded gastroenterology arena, which is further complicated by recent industry shifts that underscore the intensity: advancements in drug delivery systems and new classes of treatments are accelerating, but so are regulatory demands and payer scrutiny. As one might expect in a field where patient outcomes hinge on precise communication, the survey synthesizes a clear disconnect - goals like enhancing brand positioning and differentiation (critical to 44% in the next 12-18 months) aren't fully met by current agency of record (AOR) support, including omnichannel execution gaps.¹

Top 3 Critical Goals to Achieve in the Next 12-18 Months

TOP ISSUE

49%

Demonstrate clear marketing ROI

2nd MOST IMPORTANT

44%

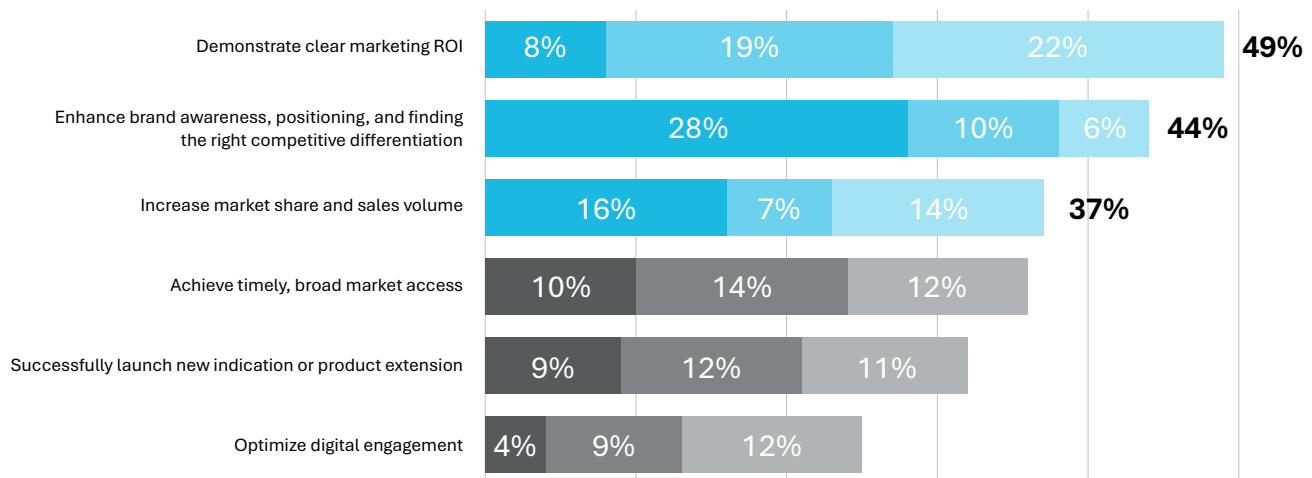
Enhance brand positioning & finding the right competitive differentiation

3rd MOST IMPORTANT

37%

Increase market share and sales volume

Ranked: 1st 2nd 3rd



Digging deeper, the data paints a narrative of frustration rooted in execution. When it comes to AORs, achieving creative differentiation tops the list of concerns at 42%, with speed-to-market delays (41%) and cost control (40%) not far behind. These aren't abstract gripes; 45 respondents cited delays and timelines as their primary dislike, while 24 pointed to creativity lapses.¹

This misalignment echoes broader pharma challenges, where global launches demand cultural fluency and compliance - issues amplified in gastroenterology, where therapies often address sensitive, chronic conditions requiring tailored HCP and patient education.

Recent examples include 2025 FDA approvals expanding mirikizumab (Omvoh) for ulcerative colitis and Crohn's disease, alongside updated ACG and AGA guidelines streamlining Crohn's management with new IL-23 inhibitors.³ These developments demand agile branding to navigate payer scrutiny and highlight patient-centric outcomes.

For instance, as AI adoption surges (60% of brand teams are actively using AI tools, with 65% leveraging content generation),¹ including recent applications in tailoring messaging for emerging oral GLP-1 therapies to address GI tolerability and patient adherence, there's untapped potential to bridge these gaps with accelerated production and medical, legal, and regulatory (MLR) approvals.

Compounding this is the inertia of change. Despite valuing services like creative campaign development (56%), brand strategy (50%), and market research (42%), 60% of brand leaders hesitate to switch AORs due to risks of disrupting ongoing campaigns. Contract obligations (56%) and onboarding time (54%) further entrench the status quo, even as peer recommendations (58%) and proven gastroenterology expertise (51%) emerge as key selection drivers. This "stuck in the middle" dynamic reflects a larger trend in pharma branding: loyalty can erode amid recalls or pricing pressures yet switching feels like a high-stakes gamble in a market where timing is everything.¹

True differentiation emerges when creative is engineered for seamless orchestration – pulling modular assets through integrated channels to create cohesive HCP journeys, boost engagement, reduce redundancy, and deliver superior bang-for-buck amid execution pressures.



Your Gut Check Audit: A Quick Partnership Pulse

Looking ahead, gastroenterology brand teams can realign by conducting a simple “gut check” audit. This four-question self-assessment, drawn from survey insights, helps evaluate AOR fit and identify leverage points for innovation.

ASSESSMENT

01

Q: Does your AOR demonstrate proven gastroenterology expertise that peers value (41% site as key)¹ delivering scientific nuance and regulatory fluency in a complex therapeutic area?

Why It Matters

In gastroenterology’s high-stakes landscape, where therapies target chronic, sensitive conditions and face intense payer/regulatory scrutiny, deep domain knowledge ensures accurate, compliant, and credible materials that build HCP trust and accelerate adoption.

Actionable Insight

Review recent gastro-specific case studies, seek peer referrals from brand leaders and evaluate how the AOR integrates therapeutic insights into creative and strategy to avoid common execution pitfalls.

ASSESSMENT

02

Q: How frequently do creative and execution delays impact your launch timelines (47% report this as a top frustration)?¹

Why It Matters

In the fast-moving gastro space with rapid innovations, speed-to-market is a competitive differentiator. Delays erode share and amplify costs in an environment of tight budgets and compressed windows.

Actionable Insight

Pilot AI-powered content generation for faster iteration and MLR approvals, combined with omnichannel personalization tools to accelerate deployment while maintaining compliance. Track time savings and milestone improvements.

ASSESSMENT

03

Q: Does your AOR maximize creative differentiation (concern for 42%)¹ through omnichannel pull-through, turning standout assets into amplified, high-ROI campaigns across gastro touchpoints?

Why It Matters

True differentiation emerges when creative is engineered for seamless orchestration – pulling modular assets through integrated channels to create cohesive HCP journeys, boost engagement, reduce redundancy, and deliver superior bang-for-buck amid execution pressures.

Actionable Insight

Audit AOR workflows for omnichannel adaptability (e.g., modular content blocks optimized for AI personalization and cross-channel sequencing). Pilot integrated campaigns to measure amplified metrics like engagement lift, cost-per-outcome, and brand performance gains.

Q: What barriers (60% fear disrupting ongoing campaigns)¹ are holding you back from switching AORs to better align on branding, differentiation, and innovation?

Why It Matters

Inertia in agency partnerships perpetuates misalignment, locking teams into suboptimal creative, speed, and cost control, even as gastro evolves rapidly with AI, omnichannel, and new therapies. Overcoming this unlocks proactive, high-impact strategies.

Actionable Insight

Map a phased transition plan that minimizes campaign disruption (e.g., parallel pilots or modular handoffs), prioritizing partners with strong gastro expertise, transparent pricing, efficient workflows, and proven omnichannel orchestration capabilities.

This audit isn't just diagnostic. It's a springboard for action, especially amid 2025-2026 innovations like oral GLP-1 launches and IBD therapy expansions. By prioritizing partners who excel in creative excellence, regulatory knowledge, and strong communication, teams can harness trends like AI and autonomous omnichannel for proactive recommendations – such as personalized content for managing GI side effects in new pill formats. Omnichannel approaches (with 48% active adoption)¹ should complement core strengths in education programs, ensuring seamless HCP-patient alignment.



Navigating Toward Gastroenterology Distinction

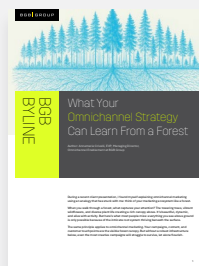
For gastroenterology brand teams, the path forward lies in bridging bold ambitions with practical realities through creative differentiation, strategic partnerships, and innovative tools like AI and omnichannel. This article illuminates the disconnects holding brands back, while offering a clear audit to realign efforts and unlock potential. As therapies evolve to transform patient lives, visionary leaders will seize this moment to craft distinctive narratives that resonate, inspire action, and lead the field into a future of enduring impact.



Autonomous Omnichannel: When AI Thinks for Pharma Marketing

Read this informative article in Pharmaceutical Executive by BGB Group omnichannel expert, Annemarie Crivelli, EVP, Managing Director of Omnichannel Enablement.

More Omnichannel Insights from BGB's Annemarie Crivelli



What Your Omnichannel Strategy Can Learn from a Forest



Five Common Mistakes to Avoid with Omnichannel Marketing



Let's Accelerate Your Gastroenterology Brand Differentiation

Need expert support implementing these strategies? Our team helps life sciences organizations optimize their gastroenterology brand promotion for maximum impact.

Contact **Amanda Eckel** at amanda.eckel@bgbgroup.com to discuss your specific challenges and goals.





About the Authors

Drew Bustos Chief Growth Officer, BGB Group

Drew 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.



Priyanka Patel, PharmD Managing Director, Medical at BGB Group

Priyanka Patel is a dynamic leader who empowers pharmaceutical companies with strategic and scientific expertise. With experience across over 20 therapeutic areas, she crafts innovative content, fosters thought leader engagement and develops tailored strategies to drive client success and advance transformative healthcare solutions.

About BGB Group

BGB Group is a commercial solutions company that partners with pharmaceutical, biotech, and medical device companies to navigate complex challenges. With integrated capabilities, including strategic advisory, market access, medical communications, and advertising, and a commitment to client success, BGB Group helps clients achieve meaningful outcomes that improve patient lives. Learn more at [bbggroup.com](https://www.bbggroup.com).

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