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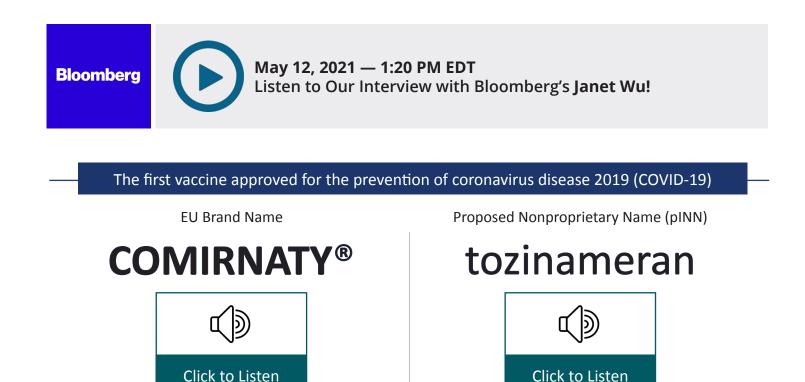


COVID-19 Vaccine Naming News



Brand Institute interviewed by Bloomberg's Janet Wu on naming COVID-19 vaccines!

The interview covers an array of topics pertaining to the development of global vaccines and pharmaceutical products, including regulatory requirements, legal screening, and commercial/marketing opportunities. With Pfizer/BioNTech recently applying for full FDA approval of their vaccine, and other manufacturers sure to follow, including Moderna, AstraZeneca, Johnson & Johnson and Novavax, among others, we are likely to soon learn the US brand name for these vaccines.



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