AI Brand Reputation Index

Top 50 Pharma Brands 2025

April 2025

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Welcome to LiveWorld's First AI Brand Reputation Index for Pharma

This is the inaugural edition of LiveWorld's AI Brand Reputation Index for Pharma, the first study to analyze pharmaceutical brand perception through AI-driven insights rather than traditional metrics like market share or ad spend.

As AI tools—such as ChatGPT and other LLMs—become integral to healthcare decision-making, understanding brand evaluation through AI models is crucial.

To understand how AI ranks prominent pharmaceutical products, we analyzed 50 of the best-selling pharma brands using a proprietary reputation framework. This analysis identifies brands with strong reputational positions, those facing perception challenges, and the factors driving these differences—offering a new perspective on brand management in the age of AI.

Now that a third of people use AI to get their healthcare information*, it's becoming more and more important to find out your AI brand reputation.

* Journal of Medical Internet Research (JMIR)

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KEYTRUDA®
(pembrolizumab) Injection 100 mg

**Keytruda comes out
top in LiveWorld's inaugural
AI Brand Reputation Report**

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Pharma Index Highlights

Market Leaders Shine in First AI Reputation Study:
Well-established brands such as **Keytruda** and **Opdivo** lead in
AI-driven brand perception. The findings highlight that consumer familiarity,
proven clinical effectiveness, and strong digital presence significantly influence
AI-generated brand rankings.

Advertising Isn't Everything: While many top-ranked brands invest heavily in
advertising, **Trikafta/Kaftrio**, which ranked second in the AI reputation rankings,
has achieved its position with minimal ad spending. This demonstrates that
strong clinical efficacy, healthcare provider (HCP) advocacy, and authentic
patient-driven engagement are crucial for AI-driven brand perception.

Newer Drugs Risk AI Invisibility: Emerging therapies such as **Rybrevant**
and **Bavencio** struggle with AI-driven search visibility due to limited online
discussions and lower digital content presence. Brands with modest advertising
budgets must invest in strategic content marketing to strengthen AI perception
and brand awareness.

Safety Concerns Have Lasting AI Impact: Drugs with complex safety profiles
or historical adverse event concerns, such as **Xeljanz** and **Tecfidera**, face
reputation challenges in AI-generated results. Negative safety perceptions
tend to persist in AI search rankings, influencing brand sentiment even after
issues are resolved.

Pharma Category Reputation Down 2.4% vs. 2023: There is an industry-wide
decline in reputation primarily driven by pricing issues and drug shortages that
have generated a lot of negative press.

LiveWorld's 2024 AI Brand Reputation Index for Pharma

BRI Rank	Drug	Manufacturer	Conditions	AI BRI	BRI Rank	Drug	Manufacturer	Conditions	AI BRI
1	Keytruda	Merck	Oncology	866	26	Farxiga	AstraZeneca	Diabetes	805
2	Trikafta/Kaftrio	Vertex	Cystic Fibrosis	861	27	Symbicort	AstraZeneca	Respiratory	802
3	Opdivo	Bristol Myers Squibb/Ono	Oncology	850	28	Repatha	Amgen	Cardiovascular	800
4	Ozempic	Novo Nordisk	Diabetes	850	29	Cosentyx	Novartis	Immunology	800
5	Eliquis	Bristol Myers Squibb/Pfizer	Cardiovascular	842	30	Darzalex	Johnson & Johnson	Oncology	797
6	Trulicity	Eli Lilly	Diabetes	838	31	Xtandi	Astellas/Pfizer	Oncology	796
7	Jardiance	Boehringer Ingelheim	Diabetes	832	32	Venclexta	AbbVie/Roche	Oncology	795
8	Biktarvy	Gilead Sciences	HIV	832	33	Tecentriq	Genetech	Oncology	793
9	Herceptin	Roche	Oncology	832	34	Imbruvica	AbbVie/Janssen	Oncology	792
10	Tagrisso	AstraZeneca	Oncology	831	35	Remicade	Johnson & Johnson	Immunology	791
11	Mounjaro	Eli Lilly	Diabetes	828	36	Tecfidera	Biogen	Neurology	790
12	Dupixent	Sanofi/Regeneron	Immunology	825	37	Ibrance	Pfizer	Oncology	789
13	Skyrizi	AbbVie	Immunology	824	38	Prolia	Amgen	Bone Health	786
14	Victoza	Novo Nordisk	Diabetes	822	39	Revlimid	Bristol Myers Squibb	Oncology	785
15	Entresto	Novartis	Cardiovascular	819	40	Enbrel	Amgen	Immunology	779
16	Ocrevus	Genetech	Neurology	816	41	Lynparza	AstraZeneca/Merck	Oncology	778
17	Stelara	Johnson & Johnson	Immunology	815	42	Sprycel	Bristol Myers Squibb	Oncology	776
18	Humira	AbbVie	Immunology	815	43	Xeljanz	Pfizer	Immunology	774
19	Rinvoq	AbbVie	Immunology	814	44	Avastin	Roche	Oncology	773
20	Xarelto	Johnson & Johnson/Bayer	Cardiovascular	813	45	Kisqali	Novartis	Oncology	771
21	Lantus	Sanofi/Regeneron	Diabetes	812	46	Zeposia	Bristol Myers Squibb	Neurology	757
22	Tremfya	Johnson & Johnson	Immunology	811	47	Rybrevant	Johnson & Johnson	Oncology	751
23	Tivicay	ViiV Healthcare/GSK	HIV	809	48	Erleada	Johnson & Johnson	Oncology	750
24	Eylea	Regeneron/Bayer	Ophthalmology	808	49	Nubeqa	Bayer	Oncology	749
25	Taltz	Eli Lilly	Immunology	807	50	Bavencio	EMD/Serono	Oncology	737

The highest possible AI Brand Reputation Index (AI BRI) score is 1000. The study did not include the vaccines: Prevnar, Gardasil, or Comirnaty.

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Key Findings: Who Leads, Who Lags, and Why

KEYTRUDA®
(pembrolizumab) Injection 100 mg

OPDIVO®
(nivolumab)
INJECTION FOR INTRAVENOUS USE 10 mg/mL

High-Efficacy Market Leaders with Strong Marketing Support

Keytruda, Opdivo

- These brands **combine top-tier clinical efficacy with significant marketing investment**, ensuring **high visibility among HCPs and patients alike.** Their reputation is built not just on performance but also on the power of sustained messaging, which reinforces their standing in AI-generated rankings.

- **Keytruda** leads overall due to **consistent media presence, oncologist trust, and a strong history of clinical success.** Its dominance is reinforced by strategic collaborations and ongoing research supporting its broad range of indications.

- **Opdivo**, though competing in the highly saturated oncology space, maintains a strong AI reputation due to high-efficacy and established physician trust. The brand's digital footprint ensures that AI models continue to rank it favorably in perception rankings.

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Excellence Through Performance

Trikafta/Kaftrio

- Trikafta/Kaftrio ranks among the top AI-reputed brands with minimal advertising, proving that strong clinical performance and patient advocacy can drive AI recognition without heavy marketing.
- Its exceptional clinical impact and deep patient advocacy have elevated its AI ranking, surpassing brands with larger marketing budgets. The cystic fibrosis community's engagement has played a key role in shaping this perception.
- This case highlights how real-world performance and organic advocacy can lead to AI reputation success, offering a viable alternative to ad-driven strategies.

Consumer-Driven Leaders

Ozempic, Mounjaro

- These brands have climbed AI reputation rankings due to high consumer demand, media coverage, and social media virality, particularly in the weight loss and metabolic health space.
- Mounjaro (Eli Lilly) and Ozempic (Novo Nordisk) dominate the GLP-1 category, benefiting from widespread consumer discussions extending beyond their diabetes indications. AI models capture this momentum, boosting their reputation scores.
- The rise of related brands (Zepbound for Lilly, Wegovy for Novo Nordisk) further strengthens AI-driven interest in this category.
- AI rankings emphasize public sentiment and media narratives, helping these brands outperform competitors relying on physician-driven marketing.

Brands Struggling to Break Through
Rybrevant, Bavencio

- Despite strong clinical efficacy, these brands lack AI visibility and digital engagement, limiting their reputation growth.
- Rybrevant, a targeted oncology therapy, suffers from low public awareness and minimal digital content, making it difficult for AI models to rank it highly.
- Bavencio, despite being in immuno-oncology, has not gained the same AI-driven traction as Keytruda and Opdivo due to limited marketing and patient advocacy.
- To improve AI rankings, these brands need stronger digital strategies, HCP engagement, and patient-focused content.

Reputation Challenges: Safety and Cost Issues
Erleada, Nubeqa

- AI models penalize brands with safety concerns or pricing disputes, leading to lasting negative sentiment.
- Xeljanz struggles with AI perception due to ongoing discussions around cardiovascular risks and FDA warnings.
- Erleada's reputation took a hit from new safety findings, while Nubeqa, positioned as a safer alternative, failed to gain traction due to stagnant HCP endorsements.
- Negative safety perceptions persist in AI search rankings, requiring proactive AI reputation management to counter long-term reputational damage.

Top vs. Bottom Performing Drugs: Reputation Driver Differences

What distinguishes high-reputation brands? Comparing the **top 10** and **bottom 10** ranked drugs based on AI BRI, there were differences across all the reputation drivers:

Reputation Drivers: Top 10 vs. Bottom 10 Ranked Drugs


■ Top 10 Avg   ■ Bottom 10 Avg
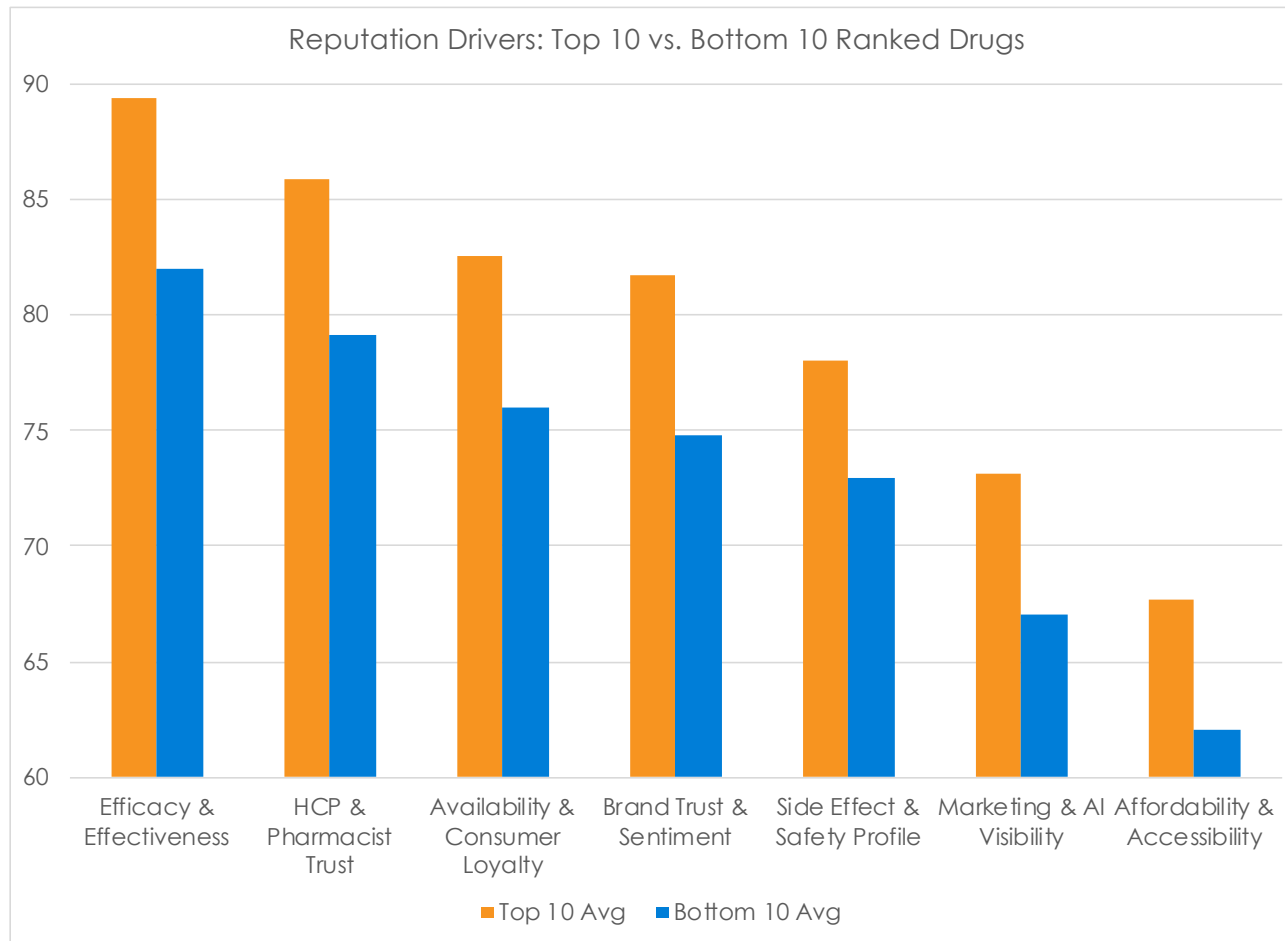
The most significant factor differentiating high-reputation drugs from lower-ranked ones is **Efficacy & Effectiveness**. On average, the top-performing drugs scored **over seven points higher** than the lowest-ranked, indicating that a drug's perceived effectiveness is the primary driver of reputation.

HCP & Pharmacist Trust also plays a crucial role highlights the importance of healthcare professional endorsements in shaping public and industry perception. Similarly, **Availability & Consumer Loyalty** and **Brand Trust & Sentiment** were also important.

This reinforces the notion that consumer perception and overall brand credibility contribute to a stronger reputation.

Pharma Category Reputation Down vs. 2023

Pharma reputation is trending down. Overall category brand reputation scores dropped by 2.4% year over year. Better perceived drug efficacy and effectiveness was more than outweighed by a decline in other reputation factors, reflecting several macro-level trends, including pricing controversies, safety risks, worsening drug shortages, and shifting market dynamics.
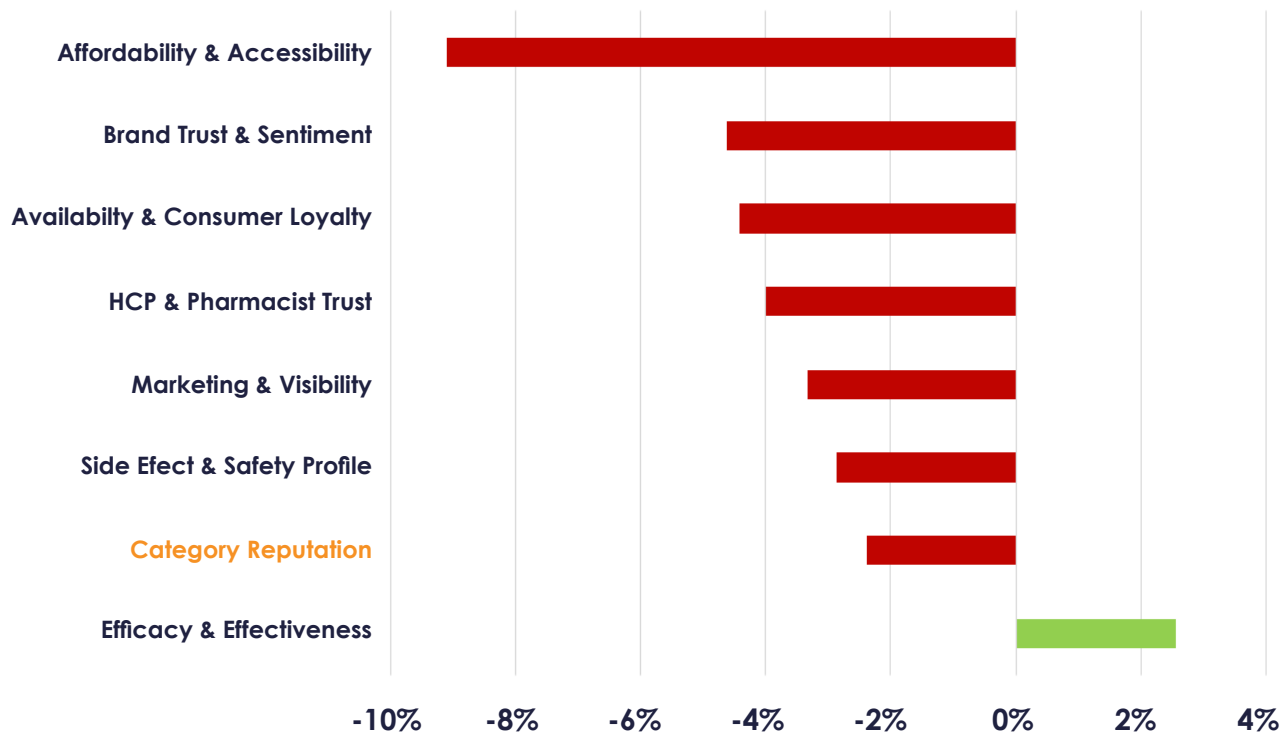
1 Growing Consumer Frustration with Drug Pricing
Pricing concerns are an increasingly dominant factor influencing consumer sentiment and AI perception.

2 Increased AI Emphasis on Side Effects and Safety Warnings
AI-generated content has increasingly highlighted black-box warnings, adverse events, and long-term risks.

3 Worsening Drug Shortages and Availability Issues
The FDA's drug shortage list expanded in 2023 and early 2024, leading to frustration among both patients and HCPs.

4 Competitive Market Changes and New Entrants
New competition and alternative treatments led to shifts in HCP prescribing behavior and marketing emphasis.

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Strategic Takeaways:
What Pharma Brands Should Do Next

1 **Invest in AI-Powered Brand Monitoring:**
As AI-driven brand analysis grows in influence, brands will need to engage in deeper reputation management beyond traditional SEO strategies. Track AI reputation metrics continuously and monitor how AI-generated content presents your brand across platforms.

2 **Optimize how brands appear in search results:**
Proactively shape how brands appear in the AI-powered search landscape.

3 **Strengthen AI Reputation Through Content Optimization:**
Ensure structured data, FAQs, and expert-authored content are optimized to influence AI-generated responses positively.

4 **Enhance Digital & Social Media Presence:**
Proactively engage through digital channels and social media to maintain visibility and foster strong brand perception.

5 **Address AI Search Biases and Sentiment Trends**
Counteract misinformation and negative sentiment by creating credible, optimized sources and continuously managing reputation dynamics.

6 **Leverage HCP & Patient Advocacy:**
Foster strong partnerships with healthcare professionals and patient advocacy groups to enhance credibility, trust, and positive AI visibility.

7 **Optimize Media & PR Strategies:**
Actively shape your brand narrative through strategic media outreach to strengthen reputation and consumer trust.

8 **Address Pricing & Accessibility Concerns:**
Improve transparency around drug costs and patient support programs to boost perception, loyalty, and overall reputation.

9 **Integrate AI in Marketing:**
Use AI-powered tools for personalization, precise audience targeting, and improved campaign effectiveness.

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Methodology

Methodology: How We Measured AI Reputation

The LiveWorld's AI Brand Reputation Index, using a proprietary framework, evaluated the reputation of 50 leading pharmaceutical brands across a number of LLMs.

To create an objective AI reputation ranking, we evaluated 50 leading pharmaceutical brands* against seven weighted reputation drivers:

✓ **Efficacy**
How well the product performs in real-world and clinical settings.

✓ **Side Effect & Safety Profile**
Perceived safety concerns, regulatory issues, and patient-reported tolerability.

✓ **HCP & Pharmacist Trust**
The degree to which physicians and pharmacists recommend the drug.

✓ **Brand Trust & Consumer Sentiment**
How AI models interpret patient experiences, online reviews, and reputation trends.

✓ **Marketing & AI Search Visibility**
SEO strength, digital advertising, and AI-generated search prominence.

✓ **Affordability & Accessibility**
Patient cost burden, insurance coverage, and generic competition.

✓ **Availability & Consumer Loyalty**
Long-term adherence rates and brand recognition.

The final reputation score (out of 1,000) combined the scores from each model, weighted according to each LLM's relative prominence in market usage.

* Vaccines such as Prevnar, Gardasil, and Comirnaty were excluded from the analysis due to distinct regulatory dynamics, unique public discourse, and differing market factors compared to therapeutic pharmaceutical products, warranting a separate, focused approach to accurately capture their AI-driven reputational nuances.

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How AI Brand Reputation Ranking Differs from a Conventional Approach

Aspect	Conventional Brand Reputation Rankings	AI Brand Reputation Ranking
Scale & Speed	Surveys and focus groups take time, covering a limited sample.	AI analyzes vast amounts of data across platforms in real-time, providing a dynamic, up-to-date view.
Sentiment Analysis	Struggles to detect subtle sentiment, sarcasm, or emotional tones.	AI excels at understanding nuanced sentiment in text, capturing public perception more accurately.
Proactive Monitoring	Reactive—brands only receive feedback after issues arise.	AI continuously scans online discussions, identifying risks before they escalate.
Multi-Channel Integration	Focuses on limited sources, often surveys or single-channel data.	AI aggregates social media, news, forums, and search trends for a holistic view.
Predictive Capabilities	Limited to historical analysis, unable to forecast future trends.	AI can identify emerging trends and predict potential reputation risks.
Cost-Effectiveness	Requires continuous investment in human-led research.	AI systems are more efficient over time, reducing long-term costs.
Bias Mitigation	Prone to researcher or participant bias in interpretation.	AI can minimize certain biases but must be monitored for algorithmic bias.

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The Importance of Shaping Your AI Reputation

As AI-driven tools continue to shape public and professional perceptions of pharmaceutical brands, companies must take a proactive approach to managing their AI reputation.

This report provides a high-level view of how AI models interpret and rank leading pharma brands, offering key insights into the factors driving perception. However, the impact of AI on individual brands is complex and evolving, making it essential for companies to understand their own AI reputation in depth.

For organizations looking to take a closer look at their own brand performance, LiveWorld offers customized AI brand reputation reports that provide a deeper analysis of specific brands, uncovering reputation drivers, perception challenges, and opportunities for improvement.

Beyond AI reputation, LiveWorld partners with pharmaceutical companies to deliver moderation, strategy, insights, and creative services that enhance digital engagement and brand trust in an evolving healthcare landscape.

To explore a detailed analysis of your own brands or learn more about LiveWorld's insight, AI, and broader capabilities, please contact us for more information.

Request Your Customized Brand Report

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