

**Case Study:
Directed Discovery
Awareness Effectiveness Tracking**

Pharmaceuticals



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Boundless DiscoverySM

Background

- Client's brand was the first in a new class of antibiotics to be submitted for regulatory approval.
- Client's brand was going to compete with other classes of antibiotics made by the client.
- Brand teams were looking for ways to successfully continue to co-position the two products.

Objectives

- The primary objective of this research was to evaluate the effectiveness of the current communications effort and provide direction for future communications efforts
- Client needed to address the following business questions:
 - Is the campaign effective in communicating key messages?
 - Does the current campaign effort portray distinct "brand personalities"?
 - Does the campaign effectively convey the intended message(s)?
 - Is the volume of media placement adequate?
- The objective was to be accomplished through measurement and assessment of the following for both the client's products and select competitive products
 - Brand & advertising awareness
 - Source of advertising awareness
 - Recall, effectiveness and brand association of marketing messages
 - Recognition and correct association of campaign with brand

Methodology

- Internet surveys were fielded for 330 pharmacists and physicians.
- Seven messages pertaining to the client's brand, nineteen messages pertaining to competitive products, and one unbranded message were tested.

Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• Discovered most physicians were not being detailed on product information once a month by field representatives, which was believed to be sufficient.	<ul style="list-style-type: none">• Marketing team developed strategies for more efficiently communicating with physicians regarding brand information.• Client conducted additional training of field representatives to improve the physicians' overall satisfaction with them.• Client is considering expansion of sales force.
<ul style="list-style-type: none">• A lack of differentiation exists between the client's and competitors' product messages.• Found broad protection and treatment of resistant pathogens were characteristics missing from the client's messages.	<ul style="list-style-type: none">• Marketing materials refined to more clearly differentiate clients' brands from competitors'.• Marketing team improved messages to include missing characteristics.
<ul style="list-style-type: none">• All of the client's messages met the norm for relevance, credibility, and call-to-action.	<ul style="list-style-type: none">• Client continues to maintain the campaign.

For more information, contact:

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