

**Case Study:
Directed Discovery
Concept Development**

Animal Health Market



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Background

- Client developed a new vaccine for the prevention of a disease in canines. Client's vaccine was not first to market.
- The new vaccine produced antibodies that provided longer term protection and aided in the prevention of a certain disease.

Objectives

- In preparation for the launch, the client needed to evaluate sales material for their new vaccine.
- The primary objectives were to surface the following:
 - Current protocol for vaccinating canines against the disease
 - Perceived satisfaction level with the new vaccine
 - Reaction to concept and all sales aids (print & video)
 - Development of launch strategy for new vaccine

Methodology

- Quantitative research was conducted in the form of a self-administered, web-based survey conducted with small animal veterinarians.
- 150 veterinarians were surveyed using the following criteria:
 - Full-time practicing veterinarian
 - Be the decision-maker or involved in the decision-making process regarding the vaccines stocked and administered within the clinic
 - In practice more than five years
 - $\geq 75\%$ small animal and $\geq 40\%$ canine
 - Vaccinate canines for targeted disease



Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• The client has considerable opportunity in the market with its new vaccine. 56% of veterinarians in target market vaccinate canines to protect against the disease.• After viewing the product concept, 50% of veterinarians in the target market were likely to adopt. However, veterinarians' awareness and understanding of technical data explaining the significance of coverage for common antigens is critical to their willingness to adopt.• Upon viewing the video sales aid, veterinarians in the target market doubled their understanding of the concept. There was also an increase in perceived need and motivation to adopt after viewing the video. Likelihood to adopt rose 26% for veterinarians in the target market.	<ul style="list-style-type: none">• Marketing team developed methods for better educating veterinarians about the importance of protection, especially against common antigens.• Sales representatives were retrained to provide descriptive information about the product and offer technical data.• Video sales aid was included in the marketing of the new vaccine.

For more information, contact:

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