

**Case Study:  
Directed Discovery  
Message Development**

**Animal Health Market**



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**Boundless Discovery<sup>SM</sup>**

## Background

- This study explored veterinarians' reactions to creative concepts of the client's product at the message development stage.

## Objectives

- The primary objective of this research was to gauge veterinarians' responses to five creative concepts that each reflected distinct messages.

## Methodology

- Qualitative research was completed for this project in the form of twenty personal in-depth interviews (IDIs) with small animal veterinarians
- Why use IDI's? IDIs:
  - Were convenient for the respondents, encouraging participation by a more diverse population
  - Allowed for gathering individual responses and reactions—no group bias as can occur with focus groups



## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• Discovered the messages with the strongest substance among veterinarians and recommended the messages for further development.</li><li>• The three most favored messages were associated with control for a longer period of time, pet owners complying with veterinarian recommendations, and choosing a product with maximum efficacy.</li></ul>	<ul style="list-style-type: none"><li>• The client chose the most meaningful messages and launched each into the second phase of development and marketing research.</li></ul>
<ul style="list-style-type: none"><li>• This report also revealed secondary messages that could be used by the client to improve the final message.</li><li>• These included: trustworthy technology and FDA approved.</li></ul>	<ul style="list-style-type: none"><li>• Client was mindful of these supporting messages when further developing a final concept for launch.</li></ul>

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