

**Case Study:
Directed Discovery
Message Development**

Pharmaceutical Market



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Boundless DiscoverySM

Background

- Client was preparing a new marketing campaign for a hormone replacement product.
- The product team was in the process of exploring potential product messages for this campaign.
- Client wanted AllPoints to conduct exploratory research to assist the team in refining potential messages.

Objectives

- The primary objectives of this research were to:
 - Determine the message that would be the best “door opener” for sales representatives to use with physicians
 - Develop an idea on what concepts and core messaging would be most likely to attract consumer attention and drive to action as well as physician attention and drive to action

Methodology

- Qualitative research was completed for this study. Ten gynecologists and Ten consumers participated in personal in-depth interviews (IDIs)
- Why use IDI's? IDIs:
 - Were convenient for the respondents, encouraging participation by a more diverse population
 - Allowed for gathering individual reactions—no group bias as sometimes occurs with focus groups

Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• The physicians do not find any of the messages to be extraordinary; however, they are attracted to three messages relating to distinct properties of the product.• The ability to treat patient discomfort is the most favored concept to doctors.	<ul style="list-style-type: none">• Marketing team used most effective concepts to help develop its message.• Sales representatives were retrained about important verbiage to use when speaking to clients.
<ul style="list-style-type: none">• Prior to viewing the messages, consumers did not have knowledge of a particular condition and were very receptive to being educated on the subject.• Many consumers relied on their physicians to detail them on important treatment options.• Identified the concepts that connected with consumers on an emotive level.	<ul style="list-style-type: none">• Marketing efforts, partly, went to educating consumers about the condition and the effect it has on individuals.• Client used the meaningful concepts to develop messages aimed at consumers.• Sales representatives spoke to physicians about the importance of speaking with their patients about the indication.

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