

**Case Study:  
Discovered Opportunities  
Competitive Assessment**

**Animal Health Market**



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

## Background

- Client projected growth in new product offerings for a particular area of the companion animal market.
- The client was interested in expanding its pipeline and product portfolio in this area.
- Management was considering partnership with a third party to produce and market the new product in the US.

## Objectives

- The primary objectives for this study were to:
  - Understand how the client's product offering was perceived
  - Evaluate product attributes
  - Understand the drivers impacting adoption

## Methodology

- Web-based data collection to 250 veterinarians was utilized for this study with the following criteria:
  - Practice veterinary medicine full-time, that is, at least 35 hours per week
  - Been in practice 2-30 years
  - Primary decision maker regarding the purchase of and stocking of pet medications within practice
  - Primary user and administrator of product for prevention of this ailment within the practice
  - Personally perform surgical procedures as part of job responsibilities
  - At least 80% of practice consisted of treating canines and felines
  - Not employed by an animal health pharmaceutical manufacturer or university



## Summary of Findings

| Survey Findings   | Actions to be Taken   |
|---|---|
| <ul style="list-style-type: none"><li>• The client's product has a considerable opportunity to drive sales for its product in this new market.</li><li>• Veterinarians believed the new product concept and indicated a desire to use it.</li><li>• The new product concept was perceived in a positive light and was favored over chief competitive products on key product attributes.</li></ul>      | <ul style="list-style-type: none"><li>• Client developed marketing strategies to include this product in their new product offerings.</li></ul>   |
| <ul style="list-style-type: none"><li>• Veterinarians are most interested in the product because of its wide safety margin.</li><li>• However, participants dislike the application method and the shorter shelf life (less cost effective).</li><li>• Lack of understanding of how the application method works is the main reason for unpopularity of the new product's application method.</li></ul> | <ul style="list-style-type: none"><li>• Marketing team organized an educational campaign to instruct veterinarians on the use of the new product's application method and advantages of using the method.</li><li>• Client provided manufacturer support to veterinarians in the form of safety and efficacy data, on-the-spot support, and free sample trials of the new product.</li><li>• Sales representatives used position statements focused on the new product's wide margin of safety.</li></ul> |

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