

**Case Study:
Discovered Opportunities
Competitive Assessment**

Pharmaceuticals Market



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Boundless DiscoverySM

Background

- Client was actively pursuing the development of several vaccines as part of its portfolio and pipeline.
- The research focused on one vaccine, in particular, which was a vaccine indicated for use on infants.
- Client had two major competitors that were also in the process of developing similar vaccines.

Objectives

- Five positioning approaches were evaluated to better understand:
 - Which of the approaches most effectively communicated the desired message for the new product?
 - Which of the approaches would grab and engage physicians?
 - How could the concepts be improved to increase message communication and stopping power?

Methodology

- Qualitative research was used for this research. 22 personal in-depth interviews (IDIs) were conducted with pediatricians to learn their reactions to the product concepts.
- The following screening criteria was used to qualify respondents:
 - Be a pediatrician
 - Spend at least 75% or more of their time in an office
 - Been in practice between 2 and 25 years
 - See 70 or more patients per week & vaccinate 50 or more patients per week
 - Have the responsibility for setting vaccine policy within the practice



Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• Pediatricians relate the age of the infant in the concept to the target age for the vaccine.• Participants also relate the age of the infant with the administration timing of the vaccine.	<ul style="list-style-type: none">• Marketing team used a visual concept depicting the infant at the target age.
<ul style="list-style-type: none">• Pediatricians state they prefer concepts that present the positive effects of using the vaccine.	<ul style="list-style-type: none">• Marketing efforts focused advertising on producing a positive poignant appeal for pediatricians.
<ul style="list-style-type: none">• The most important messages to pediatricians centered around the age at which the vaccine should be administered.	<ul style="list-style-type: none">• Sales representatives communicated the timing of the vaccine.

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