

**Case Study:
Discovered Opportunities
Concept Development**

Animal Health Market



ALLPOINTS®

200 West First Street
Suite 100
Winston-Salem, NC 27101
Phone: 336-896-2200
www.allpoints.biz

Boundless DiscoverySM

Background

- Client was considering launching a new pharmaceutical product for canines
- Prior to launch of the product, client wanted to explore the potential opportunities for the product as perceived by small animal veterinarians
- Client would be first to market with an ethical veterinary pharmaceutical product for this indication

Objectives

- Gauge frequency with which indication was diagnosed in veterinary clinics (Diary)
- Understand the importance of having a pharmaceutical that prevented a common condition in canines
- Gauge veterinarians' reaction to the product concept

Methodology

- 200 veterinarians participated in the diary study for a two-week period in addition to completing the evaluation of the potential product profile
- Van Westendorp's price sensitivity questions were used to gauge veterinarians' expected price threshold for the product
- Direct Importance, Derived Importance, and Perceived Product Performance Ratings of key product attributes were used to gauge optimum product positioning

Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• There was a significant market for a new pharmaceutical that treated the condition. (There were 2.4 cases of the condition per week per veterinarian.)• 61% of veterinarians treated animals with this indication	<ul style="list-style-type: none">• Client expanded its perspective of the potential market for its new product .• Some advertisement funding went to the development of marketing strategies for the new product.
<ul style="list-style-type: none">• Reactions to the product concept were positive, with over 90% of respondents likely to use it on animals with condition.• Over 50% of veterinarians would use it as an adjunctive therapy.• The veterinarians said they would use the product on 70% of the animals with the condition; veterinarians said 84% of owner’s would accept the treatment.• The characteristics most favored by veterinarians were efficacy and the product being well tolerated, regardless of route of administration.• Injectable and oral treatments were both viewed favorably by veterinarians.	<ul style="list-style-type: none">• Marketing team developed techniques to effectively market both injectable and oral treatments.• Sales representatives educated veterinarians about the product’s efficacy and safety in administration.• Advertisements were directed at both veterinarians and pet owners to increase sales potential.

For more information, contact:

Brad Seipel, Marketing Research Strategist
Phone: 336-896-2200, ext. 1007
Email: b.seipel@allpoints.biz