

**Case Study:
Market Illumination
Attitudinal Segmentation**

Animal Health Market



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Boundless DiscoverySM

Background

- Client had developed a pharmaceutical product used for the treatment of a common disorder in canines.
- The product was already being sold in other countries; however, the client planned on launching the product in the United States.
- Prior research had shown veterinarians believed current treatment options were effective and economical.
- The client's product was priced significantly higher than others in the market and faced marketing restrictions regarding some of the key benefits of the product.

Objectives

- Client was mainly interested in gaining information on the target market and answering the following questions:
 - Who is in the target market for this drug?
 - How should the target market be defined?
 - How does one relate to their target market? What is their vernacular?

Methodology

- 450 veterinarians participated in a web-based interview, which provides:
 - An unobtrusive method for collecting information
 - A self-administered platform, allowing the respondent a sense of autonomy and an unhurried, self-paced interview environment
 - Accuracy, the data collected is in the respondent's own hands
- The web-based study had the following screening criteria:
 - Practice full-time veterinary medicine (at least 35 hours per week)
 - Must be an in clinic veterinarian full-time
 - Been working in the practice for at least two years
 - Must be an owner/partner or a full-time veterinary associate
 - Must be the decision maker for purchasing and stocking of medications
 - Practice is made up of at least 40% canines



Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• Discovered veterinarians fell into three specific market segments.• Most veterinarians in Segment 1 are practice owners and profitability of the practice is on the vanguard of their minds.• Segment 2 loves being a veterinarian and is most concerned about building relationships with pets and pet owners.• The third segment is more indifferent about their job than the other two segments. These veterinarians are the least proactive about using advanced medicine.	<ul style="list-style-type: none">• Marketing team developed strategies for effectively advertising to each segment, though more attention was placed on Segments 1 and 2.• Sales representatives highlighted the product attributes most closely associated with the segments, when speaking to clients.
<ul style="list-style-type: none">• Discovered six questions that would better enable the marketing team to categorize veterinarians, which enhanced the sales representatives' ability to communicate with them on an individual basis.	<ul style="list-style-type: none">• Developed a database that differentiated the three groups, making it easier for sales and marketing to tailor communications to address veterinarians on an individual basis.

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