

**Case Study:
Market Illumination
Market Landscape**

Animal Health Market



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Boundless DiscoverySM

Background

- An innovative industry leader was looking to gather market information on needs and opportunities to ensure a robust new product pipeline
- Client was attempting to discover diseases that did not have available/adequate solutions in the swine market.
- Client wanted to know how veterinarians and producers conceptualized swine diseases and the products they used to treat them.

Objectives

- This research attempted to gather ideas and suggestions from swine producers on disease solution needs.
 - The solutions would be to treat or prevent diseases that currently did not have any available solutions in the marketplace.
 - Also explored were enhancements or improvements to an already existing solution that currently did not meet customer expectations regarding efficacy and safety.
- Identify the drivers and deciding factors for purchase selection.
- Identify the trends? In what direction should client “look” in anticipating the markets’ desires?

Methodology

- Telephone-Based Individual Depth Interviews (IDI’s)
- IDI’s allow the researcher to go into much greater depth with each respondent.
- Why use telephone IDI’s? IDIs:
 - Were convenient for the respondents, allowed for greater scheduling flexibility within this hard to reach producer population
 - Allowed for geographic disbursement of respondents
 - Provided for greater respondent anonymity
 - Permitted the client to monitor the sessions from any location, and
- Sample of participants consisted of 5 swine veterinarians and 5 swine producers.
- This was a qualitative study and was used to surface both positive and negative issues, perceptions, associations, thoughts, and feelings with regard to the swine market.



Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">• The client received in-depth feedback from customers regarding swine disease solution needs• Found diseases that were difficult to prevent and treat because of the variability of organisms and the tendency to mutate• One disease, in particular, was gauged by most to be the “primary” viral disease challenge in the industry• Swine producers reveal concerns regarding antibiotic medicine and favor prevention of disease over resistance• Due to a growing shortage of competent help, labor-saving products were increasingly favored by the market (one-dose, combinations, water-based meds)• Client was widely seen as a leader in research and development• There was potential for long-acting products.	<ul style="list-style-type: none">• Client used information for product development, product positioning, market communication, and future research• Marketing team established a strategic/technological/communication platform favorable to developing vaccines for common/challenging pathogens• Client remained on the right track and continued to strategically focus on vaccines, mainly the “primary” viral disease• Client continued a strategic focus on specialty formulations and combination vaccines• Additional marketing research was conducted as products were further developed

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