

CASE STUDY



Phase

Post-launch



Therapy Area

Neuromuscular



Methodology

Qualitative

Elevating strategic communications with Treater and Patient insights to defend market leader status amidst new entrants



THE CHALLENGE

Client had **first-to-market advantage** in a therapeutic area that was becoming increasingly competitive and **needed to evolve communications to stay top of mind**. These insights would help the team understand how to fend off new competitors and an explosive pipeline.

On the heels of a campaign that failed to meet expectations, it was imperative that **this research move beyond traditional communication testing** and the standard metrics **by identifying how the campaign meets customers where they are and fills a need for them**.

OUR APPROACH

- **National qualitative research with Treater and Patients** using creative techniques to capture both quantitative measures of performance and deep-rooted rationale
- Maximal message test exercise was deployed to **quickly identify most and least motivating messages out of a set of 24**, in order **to prioritize where to spend time digging deeper**

THE IMPACT

- EHP used **Treater and Patient feedback to determine winning assets** that are most likely to keep the product at the forefront of the competitive marketplace
- Understanding of why certain messages and concepts performed better was delivered, **allowing the brand team to adjust their strategy to deliver the most impactful and desired information to customers** thereby increasing engagement, brand loyalty, and overall campaign effectiveness

FINAL REPORT SLIDE EXAMPLES

Elevating strategic communications with Treater and Patient insights to defend market leader status amidst new entrants



[Concept] is an effective and compelling concept that clearly communicates [attribute and attribute] with [brand]

[Concept tested and key text]

Happy
Hopeful
Excited
Motivated BS

Welcoming
Inviting
Negative Association BX

Joy
Supported BT

Main Message: [feedback]

Overall Performance

What Works Well: [feedback]

What Doesn't: [feedback]

What Confuses: [feedback]

Concept N is a clear winner across multiple metrics and selected as the preferred concept more often than any other concept

Concept	# Prefer	Stop & Read	Consider	Unique	Learn More	# Selecting as Most Preferred
A	--	4.20	4.00	3.33	3.93	3
S	7	4.43	3.83	4.00	4.17	1
S2	8	4.00	3.44	4.33	3.33	1
D	--	3.93	3.67	3.40	3.67	2
N	11	4.67	4.17	3.75	4.42	6
N1	3	3.67	3.67	2.67	3.33	2

* Scale of 1-5, 1="Not at all", 5="Very"

Concept A: Segment Perspectives

[Concept tested and key text]

"Quote."	- Competitor Loyalist	"Quote."	- Brand Loyalist
"Quote."	- Competitor Loyalist	"Quote."	- Splitter
"Quote."	- Brand Loyalist	"Quote."	- Splitter