

## CASE STUDY



### Phase

Pre-launch



### Therapy Area

Dermatology  
Immunology



### Methodology

Global Qualitative

# Creating a substantial framework for new product positioning by distilling implicit, unconscious value drivers among global Treators and Patients



## THE CHALLENGE

Client was a **latecomer to an established market** and needed a **thorough and accurate** assessment of customer perceptions around **what makes a company or product valuable**. These insights would be foundational to new product positioning and communications.

Prior research captured stated value drivers however real-world data did not align with stated drivers. This left a need to **uncover implicit, unconscious value drivers** within the current competitive set in order to understand opportunities to establish a **unique and compelling value proposition**.

## OUR APPROACH

- **Qualitative research** with Treators and Patients across the US, UK, FR, DE, and JP
- Physician research **leveraged patient records to ground product value discussion in real-world decisions** and to understand patient and product features that form the overall value assessment
- Patient research deployed a series of **creative exercises to uncover conscious and unconscious aspects of value** whether desired, achieved, or still sought

## THE IMPACT

- Prior team understanding of **value perceptions in the space** was **pushed further** with this holistic assessment of what happens at the point of treatment decision, resulting in **potentially disruptive concepts** for positioning consideration

