

CASE STUDY:

Targeting Marketing Segments in a Competitive Marketplace

CHALLENGE: A client's product was entering a very crowded and highly competitive marketplace. The marketing team had developed the product's desired positioning, and identified two attitudinal market segments within the targeted specialties. They now needed research and counsel to develop the optimal messaging strategy for each of the market segments.

SOLUTION: TVG developed a sequential, multi-phase approach. First, qualitative research was conducted to explore and refine message points. Hypotheses were developed for the ideal message strategy. This was followed by a Turf Analysis to quantitatively assess reactions to the messages on a number of measures, including appropriate flow and optimal combination of message points, clinical data required to support the message, and ultimately the most effective message delivery strategy for promotion by segment.

OUTCOMES: Through in-depth qualitative research we were able to provide an enhanced understanding of physician perceptions of the message elements necessary to create buy-in and playback of the product's desired positioning. The follow-up quantitative analysis confirmed and fine-tuned the message, and we were able to provide recommendations for a message strategy that more than resonated with each target segment.



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