

Case Study



Empirical Evidence Displaces Common Belief That Clinician Decision-Making Process is Purely Scientific

Discovering New Brand Value

The Marketing Challenge

Clinicos,* a leading international research-based pharmaceutical company, was looking for a way to gain more in-depth understanding of emotional drivers among clinicians for one of their brands, which was underperforming in the market. With their market share declining in a competitive set, Clinicos needed to reverse the downward trajectory. Previous qualitative and quantitative research had failed to establish an explanation. The Company felt there must be an intangible, emotional component contributing to poor performance – a negative perception of the brand’s identity. The challenge was how to measure it. The Company envisioned a research solution that would dig deeper into the emotional connection to the brand, such as has been done successfully in advertising research with Ipsos ASI’s Emoti*Scape™

The Ipsos Insight Approach

To determine clinician’s impressions of the Clinicos brand, the research focussed on the emotional drivers for brand choice and personality drivers. The objective of this online approach was to delve into the hard and soft drivers of the brand, map the drivers within the competitive landscape and identify the drivers that determine market share.

Using a comprehensive identikit of attributes covering hundreds of variables, the research tool enabled clinicians to piece together an identification or picture of the brand and its competitive landscape. One hundred fifty clinicians were exposed to a randomized subset of 90 attributes in the identikit. The second phase of the research used a series of sophisticated statistical techniques to explore the relationship between attributes. This in-depth approach then tied back to the more standard brand attribute market research test results so Clinicos could compare how much their sales were driven by rational thought versus emotional ties to the brand.

Clinicos was able to gather significant information on which emotions were tied to their brand, what the negative emotions were, and why their brand was perceived negatively. They were also able to compare the results across their competitive set. By exploring a multi-dimensional map of the space that a brand occupies, the research delivered strategic direction for improving positioning, communication and marketing strategy and ultimately, the relationship that clinicians have with the brand.

*pseudonym



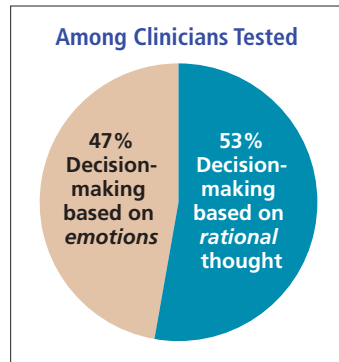
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The Results

Marketers often perceive clinicians as purely scientifically oriented in their decision-making, but Clinicos' research showed the extent to which emotions drive clinicians' brand choices: 53% of clinicians prescribed or chose not to prescribe Clinicos' medication based on rational thought, 47% made their decisions based on emotions.



The emotional insights from the study were shared with the advertising agency and used as a basis for developing creative concepts for a new promotional campaign. The research results were also incorporated into quantitative concept testing research and, based on those results, Clinicos selected the concept that scored well on the emotional attributes that were determined to be key drivers of brand choice. The emotional attributes have also been incorporated into Clinicos' brand equity tracking study.

Ipsos Insight Health

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