

# Case Study



## Staking a Unique Position in a Crowded Market

### The Marketing Challenge

Accubiotix\* one of the world's leading pharmaceutical companies, was looking to measure the health of one of their brands in Canada relative to a competitive brand and to identify motivators of increasing brand usage. Their biggest business challenge was growing their prescription drug within a crowded and undifferentiated market, where there were several drugs within the same class, and competitors offered very similar safety and efficacy profiles.

Past research had told Accubiotix how they were doing relative to their competitors in terms of market share, but did not provide insight into why there were disparities.

Further exacerbating their confusion, there were significant differences in Accubiotix market share by region. And their physician-tracking research hadn't given them direction on which product attributes they might leverage with their brand positioning messages or whether opportunities existed.

Whereas the U.S. Food and Drug Administration has permitted direct-to-consumer advertising, marketers in Canada must focus their promotional spending on marketing to physicians and professionals. Given this impediment and the smaller size of the market, optimizing the market potential of each brand among physicians is critical to brand success.

### The Ipsos Insight Approach

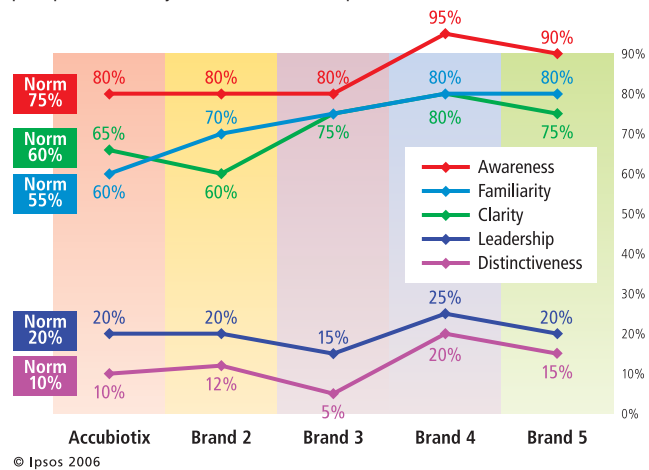
To diagnose Accubiotix's brand strengths, weaknesses, and opportunities within a competitive market and diagnose the emotional and aspirational aspects that differentiate their brand, Ipsos Insight employed its Brand Optimizer™ approach. This holistic attitude and usage study supplemented by normative benchmarking and additional in-depth analyses was conducted with five different physician types, including general practitioners and four types of specialists, across Accubiotix's regional markets.

The study included using a key-driver analysis to determine which factors exerted the highest influence on market share, and was designed to distill actionable recommendations on five key brand messaging measures: awareness, familiarity, clarity, distinctiveness, and leadership. The objective was to give Accubiotix information on the health of the brand relative to its competitors on the five key metrics, and strategic feedback on the motivators for increased brand usage from key-driver analysis component.

\*pseudonym

### Brand Optimizer™ – Key Dimensions

Results of the Brand Optimizer analysis show Accubiotix, relative to its competitors, has moderate awareness, but low familiarity among physicians. Focused efforts to improve physician familiarity with Accubiotix may go a long way to improving perceptions of clarity and, in turn, leadership and distinctiveness.



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### **The Results**

Based on the research, Accubiotix modified their marketing messages to incorporate the messages that drive brand share and tailored their marketing efforts to key physician types. The study also gave them insight into their sales force representation (and under representation) within each region – not necessarily how well members of their sales force were doing (that’s a different type of study), but by identifying market and positioning opportunities. They will be following up on the impact of their changes in sales and marketing strategies with annual physician-tracking studies.

### **Ipsos Insight Health**

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