

Case Study

Global positioning and key message identification for a Pharmaceutical brand

Marketing Challenge:

A leading Pharmaceutical MNC approached Majestic MRSS with an overall objective of developing global positioning and key messages for one of its new brands for the following key indications:

- ▶ Toxic hepatitis
- ▶ Viral hepatitis

The agreed global positioning and messaging was used to develop the global core marketing campaign for the brand.

MMRSS' Approach:

Focus group was arranged with following target audience:

	FG1	FG2	FG3	FG4
Topic	NFALD & ALD	Viral & Toxic Hepatitis	NFALD & ALD	Viral & Toxic Hepatitis
City	Beijing	Beijing	Shanghai	Shanghai
Resps	2 Gastroenterologists, 2 Hepatologists, 2 Geriatricians	2 Gastroenterologists, 2 Hepatologists, 1 Oncologist, 1 Hematologist	2 Gastroenterologists, 2 Hepatologists, 2 Geriatricians	2 Gastroenterologists, 2 Hepatologists, 1 Oncologist, 1 Hematologist

Relating 3 Positioning statements groups, the reactions were gauged understanding the benefits and importance of each statements with respect to following and ranking them accordingly:

1. Interest / Appeal
2. Credibility
3. Differentiation
4. Motivation to RX

Core Statement was than identified. Later for identification of core message respondent's reaction was gauged as per the adjacent diagram.

Concept C: 'Relieves IHC caused by Viral Hepatitis' in the Focus

■	Means 1 respondent highlighted the message with red for 1 time
■	Means 1 respondent highlighted the message with green for 1 time

Message ID	Core Messages	How many respondents highlight with green and red
1	improves symptoms	■ ■ ■ ■ ■ ■
1	provides improvement of IHC caused by viral hepatitis	■ ■ ■ ■ ■
2	improves liver function while your patients fight the virus	■
3	relieves the itch of intrahepatic cholestasis	■ ■
4	means your patients can concentrate on getting rid of the hepatitis virus, whilst Adomet improves liver function	■ ■ ■ ■

Here: **Green:** Positive reaction & **Red:** Negative reaction

The Results:

Doctors hold traditional opinions on treating such liver disease, which is the same as the survey result from ALD and NAFLD. The core message which can describe index of liver function and refine the symptoms with more details will be more welcomed by doctors. On the contrary, the unclear statements and core message which lack of support from details and objective index are less welcomed by doctors.

Because of the restriction of knowledge of Toxic Hepatitis and the present medical development level, doctors hold conservative opinions on some advanced treatment descriptions, such as the Concept D on virus. Those descriptions are normally difficult to be accepted. On the other side for Toxic Hepatitis, some advanced treatment descriptions as “improves your patient’s bio-markers of liver damage caused by chemotherapy within two weeks ”etc, are taken as optimistic ones by doctors.

Hence, most recommended was concept C as it was a very specific Core Message. The medicine could relieve the IHC symptom caused by chemotherapy. This function is easy to realize. Compare with Core Message 1, Core Message 2 is inexplicit and only show a big scope.

Related readings:

1. [Perception analysis of healthcare professionals](#)
2. [Attitudinal study of Diabetes’ Patient](#)
3. [Patient’s view on new Glucometer](#)
4. [CATI for understanding CME’ impact among its target Audience](#)
5. [Triple drug therapy in diabetes](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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