



Case Study: Message Testing

Client

The Client is a leading biotechnology company with an array of injectible products treating multiple disease states.

Objective

Our objective was to gather market feedback on a series of proposed selling messages.

Methodology

Over a couple days, we conducted six focus groups with managed care and employer executives.

Results

- We determined that the selling messages resonated with both groups of respondents.
- We gathered a number of recommendations for fine-tuning the selling messages.
- As a byproduct of the study, we identified a few 'disconnects' between the client's sales messages and how they are implemented in the field by the managed care account managers and field sales team. This enabled the client to develop tactics for addressing these inconsistencies.