



GETTING THE RIGHT BRANDS TO THE RIGHT PATIENTS

COMBINING BRAND OPTIMIZATION FRAMEWORKS DELIVERS POWERFUL PERFORMANCE MONITORING SOLUTION

THE CHALLENGE

A global pharmaceutical company active in the diabetes therapy area sought to better understand the evolving market dynamics that could impact its portfolio of medicines.

The company aimed to acquire market intelligence about the unrealized opportunity for its first brand and create a roadmap for future brand success; to learn about the perceptions that are forming for a second brand and what the company can do to optimize its launch; and to determine the market dynamics for orally administered diabetes medicines and the opportunities and challenges that lie ahead for a third brand in its portfolio.

The company engaged Kantar Health, a global innovator in brand optimization strategies that's providing robust data, unique insight and answers to some of the healthcare industry's toughest questions.

THE KANTAR HEALTH DIFFERENCE

Although our client's needs varied considerably among the three products in focus, the common themes were to better understand market dynamics, provide insight into increasing brand equity, and get the brands to the right patients.

While the company has an initiative to centralize its diabetes Awareness, Trial and Usage (ATU) research, its brands currently have their own studies – so drawing comparisons across brands and understanding and optimizing the portfolio would be difficult.

To effectively address our client's business issues, Kantar Health would need to conduct a quantitative market research program among diabetes treaters in the United States and EU5.

Through an innovative approach, we combined the best of Kantar assets to meet the project's objectives. We incorporated Kantar Health's revolutionary brand equity solution, PINNAKLE®, which through a proprietary analytical framework seamlessly integrates multiple information sources to allow companies to maximize brand opportunity, with Kantar Millward Brown's Meaningfully Different Framework, a holistic brand equity measurement system that serves as the connective tissue to compare and benchmark performance between consumer and physician brands.

AT A GLANCE

With so many innovative therapies on the market and in development today, it's often challenging to get the right medicines to the right patients.

Maximizing the potential of your brands requires advanced brand tracking and quantitative market research to develop a winning brand optimization strategy.

THIS EXCITING
OFFERING
PRESENTS AN
IDEAL FIT FOR
PHARMACEUTICAL
BRANDS THAT
ARE INFLUENCED
STRONGLY BY
PATIENT AND
CONSUMER
HEALTH BRANDS

This partnership leveraged Kantar Health's extensive healthcare and physician expertise with Kantar Millward Brown's world-class experience in building great global brands to produce a powerful, best-in-class, brand performance monitoring framework.

Our research provided key insight about how our client can better position its first brand in physicians' minds and hearts, which tactics to employ to optimize the launch of a second brand, and how our client should develop strategies to support a third brand.

The unique combination of brand equity frameworks is delivering to clients new benefits for optimizing brand success with patients.

This exciting offering presents an ideal fit for pharmaceutical brands that are influenced strongly by patient and consumer health brands.

As patient influence continues to grow, Kantar's PINNAKLE-Meaningfully Different framework should play an increasingly important role in helping our clients grow their brands.

FOR MORE INFORMATION, PLEASE CONTACT
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WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.