



## BEHIND EVERY GREAT DECISION LIES INFORMATION

### SUCCESSFUL BRAND OPTIMIZATION STRATEGIES REQUIRE DEEP MARKET UNDERSTANDING

#### THE CHALLENGE

A top 10 oncology therapy company wanted to better understand market opportunities for a new indication within its oncology franchise.

The company engaged Kantar Health's European team because of its expertise in brand positioning research and brand optimization strategies, to help it better understand market potential for a new indication and to define the brand strategy.

#### THE KANTAR HEALTH DIFFERENCE

Kantar Health developed a new, innovative approach that paired two of its proprietary frameworks – Market Tracker (OMT) and PINNAKLE® Brand Equity Solution – to deliver accurate market shares and provide strategic direction to maximize market opportunities.

The first-of-its-kind solution, part of Kantar Health's flagship Marketing Insights offer, we helped the client to comprehensively prepare for, pilot and track performance on the launch of the new indication.

PINNAKLE was especially well suited for this brand optimization strategy, as it allowed the brand team to understand the true growth opportunity for the brand and the actions the client needed to take to achieve

the greatest value from pre-launch through launch.

Coupling this powerful brand equity framework with the granular share data gathered from OMT emboldened our client with confidence about how the world looked today and what strategic direction they should move to maximize opportunity. Kantar Health's impactful, tailor-made deliverables provided strong support to both global and affiliate teams.

This successful engagement has helped our client to better understand their brand and opportunity gaps, as well as facilitate research-backed strategic decisions.

Our client is now able to use this solution as a strategic tool. With great confidence in the market share data they receive, combined with brand equity insights to diagnose what is behind rising or falling shares, they are able to focus on what this means for their business, and what actions to take.

By delivering unique insights that are shaping internal strategy and freeing up the team to work towards business growth, Kantar Health was able to meet the client's expectations and empower them to optimize their product launch to achieve the best results and success for the brand.

## AT A GLANCE

Decisions are only as good as the information behind them.

That's especially true when marketing a pharmaceutical product, as you need a clear view of all stakeholders and influencers to optimize commercial success for your brand.

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.