



## ONE SIZE DOES NOT FIT ALL IN MULTICHANNEL MARKETING

### THE CHALLENGE

A leading global pharmaceutical company with activity in the Middle East was rebuilding its business model in light of the company's adoption of stricter compliance regulations.

After determining that multichannel marketing would become a mandatory component of its business plans, the company needed to determine which channels to use, what to deliver in each channel, and the frequency, depth and form of materials delivered.

The company engaged Kantar Health because of its deep expertise in multichannel marketing and quantitative research to address this business challenge.

### THE KANTAR HEALTH DIFFERENCE

As the client required a sample size with complex quota specifications - including five specialties and four regions - Kantar Health reached across its expansive organization to gather the diverse resources needed to ensure delivery of representative specialty and regional splits.

We also pro-actively incorporated a mini qualitative research arm of the research, which included qualitative research featuring telephone discussions with physicians about observed patient behavior - providing depth to the data.

In addition, by incorporating our TRIM methodology for customer retention in our questionnaire, we were able to assess the impact of each channel on customer retention and determine market drivers.

Drivers analysis attributes were carefully crafted to include both digital and non-digital services, which prioritized investment and offered very specific and actionable findings.

In the end, our analysis and results matched the company's own internal global observation of its performance within a specific attribute, which lent credence to our data and enhanced client trust.

After our client presented the results internally, the company's management team decided to generalize the findings on all units within the company.

Our client has started to also incorporate these multichannel marketing strategies throughout their business, requesting a second wave of research to monitor the impact of the changes that will take place.

Additionally, Kantar Health will help implement their multichannel marketing plans for the remainder of 2017 and all of 2018, as well as facilitate a workshop for all company marketing leads as a result of the program's success.

## AT A GLANCE

Committing to a multichannel marketing plan is a critical milestone in today's complex, dynamic market.

However, determining the channels to use, the content to deliver, and the frequency and depth of messages can be an extremely challenging dilemma, as all are critical factors to success.

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.