

KANTAR

How can our brand win the hearts and minds of physicians to drive behaviour change and increased prescribing?



Our research insights identified a seemingly simple way to make data resonate with clinicians at a more emotional level. That is to turn probabilities (1.4% of patients) into frequencies (14 patients out of every 1,000). This works because it is easier for clinicians to intuitively relate frequencies to their own clinical experience.

THE ISSUE

Brand supporting materials were too data driven, overall message content was too long and highly rational in its argumentation and presentation. The company wanted their messages to connect more strongly at an emotional as well as rational level with the target audience.

Furthermore, it was believed that certain aspects of the brand's profile were not optimally articulated. The company wanted to enhance the communication and better contextualise brand features and benefits.

THE APPROACH

Working alongside behavioural scientists at Hill + Knowlton Strategies:

Alignment on behaviour change goal

- with the client company we reached agreement on the precise behaviour change goal and clarified current attitudes and perceptions.

Assimilation of the brand position to date

- identification of challenges and opportunities facing the brand and in-depth review of current brand positioning and message delivery.

Desk research to assimilate data, review relevant cognitive and behavioural biases at play, accompanied by interviews with internal sales and marketing personnel.

Co-creation workshop to identify potential interventions to change perceptions and behaviour – debrief of challenges to date and presentation of potential behavioural science-based interventions. Examples brought to life through creative design.

Qualitative research to evaluate effect of changes – incorporating NLA (Natural Language Analysis)

THE SOLUTION

By combining the latest theory and evidence from behavioural science in communications, existing evidence from similar clinician decision-making scenarios, and in-depth knowledge of brand perceptions and current positioning, we were able to generate evidence-based and bespoke solutions that were simple to integrate through this client's marketing materials.

FOR MORE INFORMATION

Jeanette.hodgson@kantar.com
Sarah.smith@kantar.com
www.kantar.com/health

ABOUT KANTAR

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organizations succeed and grow.