



MOVING FROM BUZZWORDS TO ACTION

REALIZING THE REWARDS OF MULTI-CHANNEL MARKETING AND TOUCHPOINT OPTIMIZATION

THE CHALLENGE

One of the world's leading pharmaceutical companies was challenged for its comparably high spend for a special prescription medicine in Germany that had resulted in a seemingly low market impact.

Despite the medicine's leading market position, the value of the company's sales representatives had been specifically called in to question.

The company aimed to acquire a holistic view of the impact of touchpoint optimization on both brand equity and prescription shares, as well as synergies between the two.

The company engaged Kantar Health to better understand the effects of its multi-channel marketing investments and to optimize the allocation of resources.

THE KANTAR HEALTH DIFFERENCE

Kantar Health employed its touchpoint optimization strategy and conducted a pilot survey to assess the quality, effectiveness and impact that the company's touchpoints are having on market share and brand equity for its medicine.

Despite seemingly stable market positions in terms of brand equity, our physician survey revealed that a high share of brand equity of about 25 percent is being created through recent touchpoint experiences. That's significant

because pharma touchpoints generally have longer term effects on prescriptions – with 70 percent of touchpoints' impact on prescription share driven indirectly through increased brand equity.

Our survey revealed that our client's pharmaceutical sales force is indeed one of the top touchpoints impacting both brand equity and prescriptions, and it's having the highest synergistic effect on other touchpoints.

Furthermore, apart from the expected impact of "big" channels, earned touchpoints, such as conversation among colleagues, showed a surprisingly high impact.

With our client now understanding that its communications are significantly affecting long-term brand building and brand growth, our client can now focus on creating sustainable brand messages and leveraging synergistic effects between touchpoints.

Additionally, since the sales force's impact does stretch beyond pure sales, including a crucial impact on brand equity and a synergistic influence on other touchpoints, it's clear that the sales force remains one of the most important channels in the pharma market and that the comparably high capital investment in it is justified.

Going forward, earned touchpoints will now be put into focus, with consequent actions developed in order to better manage these channels.

AT A GLANCE

Touchpoint optimization has taken center stage, as healthcare professionals' every interaction has the potential to shape attitudes and behaviors toward your brand.

However, not all touchpoints are created equal, as some deliver much greater impact and lasting memories. Determining your winning touchpoint optimization strategy for your multi-channel marketing plan is pivotal for achieving optimum brand growth.

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.