

Case Study: Repositioning a consumer healthcare brand

1. Identifying the issue

A specialized consumer healthcare service faced several marketing challenges: It operates in a category that is fairly small and growing slowly, and it faces several strong competitors. The company believed that it needed a new positioning and strategy to both consumers (the primary decision maker) and obstetricians (key influencer) in order to drive growth in the category and to compete more effectively.

2. Research approach

In partnership with the client's agency, Isurus completed a two-phase research process. Working with existing qualitative research data provided the client, Isurus conducted a quantitative survey of consumers to identify their key decision drivers. The agency used the results of this study to develop a messaging strategy and two options for the creative execution. Isurus used online discussion boards to test the messaging and creative with consumers and to test the messaging with obstetricians

3. Analysis and reporting

The quantitative study identified the perceptions that are most critical in driving consumers' decision to invest in the category, and which brand they choose. The data highlighted several themes that function as barriers to purchase that also needed to be addressed in the messaging strategy. These findings enabled the agency to develop a messaging strategy and creative that spoke to important unmet needs in the market.

Testing the two creative themes qualitatively revealed that while the overall imagery and tone of one theme appealed very strongly, the specific messages and copy in the other theme resonated strongly. The agency was able to combine elements from the two themes to build a stronger campaign

4. Actions taken

The research enabled the client and its agency partner to identify a unique messaging strategy that stands out from its major competitors, and speaks directly to the factors that drive consumer decisions. It also resonates with obstetricians and other key influencers. The company is now working on its operations to ensure they are prepared to deliver the brand experience promised in the marketing campaign.