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## **Marketing effectiveness & message recall – research approach for pharmaceutical brands**

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Marketeers often come with a shift in their communication strategy – either at a large scale or as a pilot case. They wish to understand in these circumstances the impact that the shift in communication strategy is having on their customers. In this note, we are depicting how **research could be used to assess the impact of communication strategy by pharmaceutical brands** on their targeted doctors.

Key objective of such a research is to track perceptions of doctors towards brands and the category they operate in to assess the impact that the communication strategy is having on the brand / molecule perceptions.

Towards these objectives, this research tracks the following kind of areas:

1. Key choice factors in the category and their hierarchy
2. What is the preferred drug in the indications targeted by these drugs
3. Why do they prefer a particular drug in the target segment – competitors key attributes
4. Prescription share of respective drugs
5. Prescription details
  - a. Top 3 Indications for each drug
  - b. Prescription stage – first line, second line, adjuvant etc for each indication
  - c. Patient profile
  - d. Prescription share
6. Positives of respective drugs
7. Negatives / concerns with respective drugs
8. Plus any specific hypotheses for the respective drugs

These areas are confirmed in consultation with the client. These would be assessed at 2 pr more points in time:-



$P^0$  - Before the launch of new communication activities

$P^1$  – Could be 1 month / 3 months / 6 months / 1 year post the launch of new communication activities of the specific brand.

### **Design option 1 – Pre test post test design**

Pre Post design can be used in such a research. The difference of response between Point 0 vs. Point 1 on questions listed below are taken as impact of communication / messaging activity. The differences will be ascribed to the event in between ie., the communication / messaging activities of the brand being tracked.



Impact of messaging activities is assessed as shown below:

T1 = Readings of key parameters in **test** markets **before** launch of activity

T2 = Readings of key parameters in **test** markets **after** launch of activity

**Impact of messaging activities = T2 – T1**

### **Design option 2 – Pre post test control design**

As an alternate design option, a Pre test Post test control design can be used for such a research to assess the difference of response between Point 0 vs. Point 1. The concern with using a simple pre post design as mentioned above is that there could be some difference on the afore mentioned variables between Point 0 and Point 1 due to extraneous factors.

To eliminate the impact of extraneous factors, pre-post test-control design could be used. For this control markets are also selected where the same messaging activity is not being conducted. Any change in key readings seen in test markets due to the messaging activity is compared with any change seen in control markets to eliminate impact of extraneous factors.

In this design the first reading for the key measures is taken as the pre reading and each subsequent reading will be compared to assess the difference over time. *The growth observed in test market will be benchmarked with control markets where the same activities are not been done.*

Impact of messaging activities is assessed as shown below:

T1 = Readings of key parameters in **test** markets **before** launch of activity

T2 = Readings of key parameters in **test** markets **after** launch of activity

C1 = Readings of key parameters in **control** markets **before** launch of activity

C2 = Readings of key parameters in **control** markets **after** launch of activity

**Impact of messaging activities = (T2 – T1) – (C2 – C1)**