

Their "**STORY**" — The Secret to Making Your Customers Take Notice of Your Brand ...



Uncovering a New Product's Positioning "**STORY**" & Strategy for a New Treatment with Dual Indications

BACKGROUND:

"We are very enthusiastic to see that the positive clinical trial results for our new drug show that it can be used to treat two serious related health conditions," said a Senior Member of the Client Team.

The client had a **unique** but **challenging opportunity** ahead of them: *Determine the proper Positioning for a new drug that may launch with two indications for two different, but related, patient populations. These conditions are also treated by very specialized physician segments.*

Two Positioning Strategies needed to be uncovered that uniquely differentiates and communicates the value proposition that this new drug will offer for these two indications.

Due to the specialized nature of the physicians, the study was administered using a unique hands-

on / in-depth phone interview approach. Materials were sent by FedEx prior to the interview.

SOLUTION:

An **innovative Positioning and Messaging** method developed by CNB Research was the analytical tool behind the study. This unique method is called the

"Communications Compass®".

The value of this method is that it utilizes a logical and adaptable **qualitative - quantitative** process that actively captures the —

- Words
- Pictures
- Metaphors
- Feelings & Emotions

— that customers use when effectively creating their "**STORY**" about how and why they will use your product over others.

This unique approach guided par-

ticipants to simultaneously measure and assess **over 100 Communications Elements** (Benefit and Supporting Statements, Graphics, Images). Each element was placed on "cards" which helped facilitate the process. Participants also evaluated several **Unmet Need** statements prior to reviewing the elements about the new product.

- *This helped to uncover their mind-set and the solutions they were looking for in the new drug.*

All of the communications elements were reviewed, discussed, and rated for motivating power. Next, each participant used the **most compelling** elements to construct a brand "**STORY**" in a way that will make them want to use and recommend this new drug over other options.

Participants **enjoyed** the process. They are actively involved, feel empowered, and effectively become the "**OWNERS**" of the product.



Overview of the "**COMMUNICATIONS COMPASS®**" Process & Benefits



The **RESULT** ... A Truly Relevant Customer-Defined **POSITIONING** **"STORY"** Surfaced with Supporting **MESSAGES**

"The Client Team ... has the added assurance that the overall 'story' truly evolved directly from their customers' 'VOICE'."



① A valuable and comprehensive set of data and qualitative feedback was captured. The analytics engine driving the **"Communications Compass®"** carefully dissected this rich set of info through a **unique** combination of qualitative approaches, advanced multivariate statistics plus text / content analytics.

② All of the info and feedback captured from assessing the **most compelling** individual message elements, the meaning behind the images used in describing each "story", and the content of the brand "stories" were meticulously reviewed, consolidated, and analyzed.

As a **result**, two unique and customer relevant Positioning Strategies for the two indications surfaced. (A "masked" version of the overall Positioning Theme that emerged for one of the indications is shown in the graphic below.)

③ The Client Team was **excited**. They witnessed how customers devised an image and "story" for the brand in a way that was not only **STRONGER** than what they **originally thought**, but also gave them the **added assurance** that the overall "story" truly evolved di-



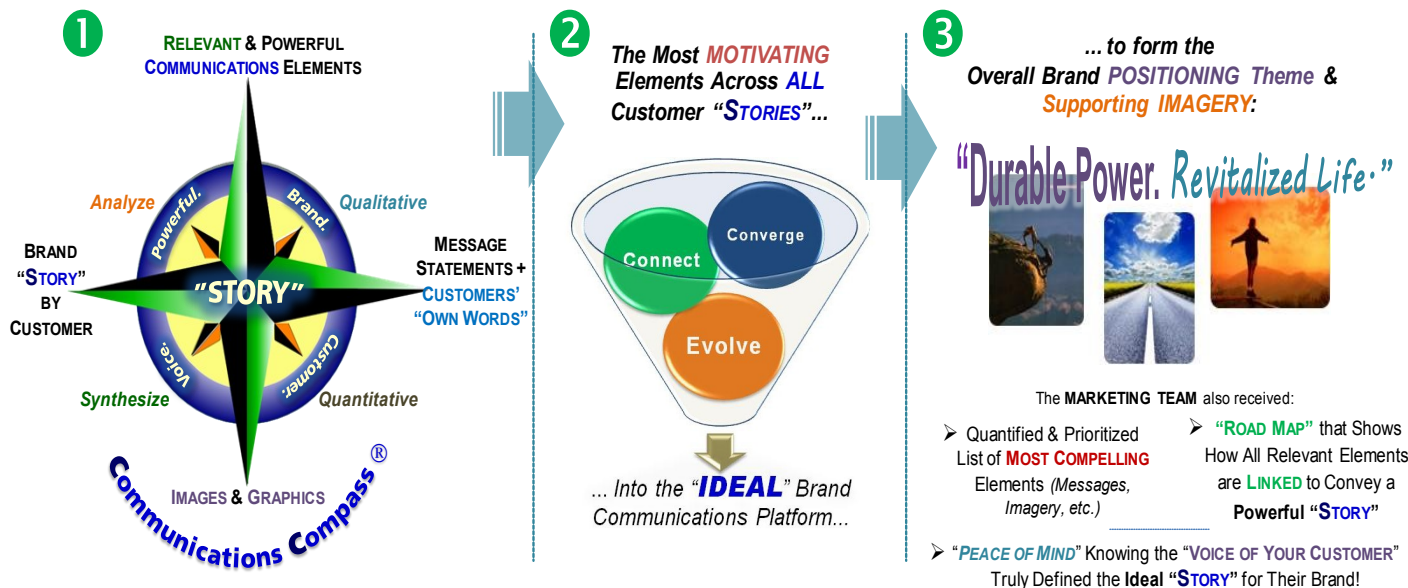
Excuse
 Good
 Average
 Poor

rectly from their **customers' "VOICE"**. In addition, the **breadth** and **depth** of the communications elements built an **immediate** foundation of **Mes-**
sages that can be used to **support** the **Positioning Strategy** and communicate the overall **"Brand Story"** during launch.



Imagine, by **listening** and capturing the **"story"** told by **YOUR customers**, your **positioning** and **messaging** strategies are finally logically and powerfully **united** at the **SAME TIME!**

A **Unique** Positioning Theme for One of the Indications is **Discovered** ...



For more information about this Case Study and the **"Communications Compass®"** for Positioning and Messaging Research, please contact **Steve Pettitt** in Pennington, NJ office (609) 737-0759 or **Cliff Beeson** in Downingtown, PA office (610) 458-9287 or visit our website at www.cnbresearch.com