

Brand voice – detail aid testing



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The business challenge.

As part of our clients communication development strategy research was required to test and validate a potential sales aid (paper & e-detail). The specific challenge was to create a realistic sales meeting environment with the HCP whilst covering all aspects of the detail to ensure it supported the key messages needed for launch success.

Our approach.

Qualitative in-depth interviews were utilised to fully test the sales aid with appropriate healthcare professionals. All interviews were conducted in central viewing locations and the detail itself was provided by KAMs and reps which would ultimately be using the sales aid in field. Following the normal realistic sales approach the KAM/rep was asked to leave to allow our trained moderators to understand how the HCP believed the call progressed, key messages which resonated and what could have been improved. Key stakeholders were in attendance viewing the research through a one way mirror.

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Methodology

- 60 minutes, In-depth interviews conducted in central locations (Multiple sales regions: (North/ Midlands/ South)
 - ✓ Realistic sales detail
 - ✓ True reactions and behaviour
 - ✓ In-depth understanding
 - ✓ Stakeholder buy-in
 - ✓ Immediate testing of changes



The outcome.

Our findings helped the client understand reactions towards the sales aid, validate key messages and optimise, along with the communications agency the final field ready version. In addition to testing the materials we worked with the client to prioritise which key messages were most appropriate in various situations and with different HCP types.

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