

KN Workshops & Seminars

Knowledge Networks' thought leadership is now accessible through in-house seminars for client and partner organizations.

Consumer Market Segmentation

KN is a leader in consumer segmentation, having supported many Ogilvy award winners. We can present a short or long form version of a seminar that focuses on the business rationale for segmentation, the appropriate analytical tools (for different types of targeting decisions), design considerations, best process practices and actionability, including constructing typing tools. This session makes use of case studies and draws on material already shared at conferences and in publications like *NGPharma* and *DTC National*. This is relevant for consumer focused brands and businesses, including health care brands that target patients, caregivers and other non-professional audiences.



on extensive case studies and peer-reviewed material that has been presented at the likes of PMRG, PBIRG, ESOMAR and the MRA.

Variations of our segmentation & targeting seminars can be developed for brand/marketing partners with less emphasis on the modeling mechanics and more emphasis on how to use segmentation to drive brand plans and execution

Segmentation for Health Care Professionals

This session is very similar to the consumer segmentation module with the exception of its focus on health care professionals like physicians, nurses and others such as NPs/PAs. It deals with the differences between mindset segmentations to drive positioning efforts (for new and in-line brands) and behavioral targeting segmentations that drive personal and non-personal sales promotion efforts like physician detailing. It draws

Positioning and Messaging

KN will show how to develop and test effective messages that are anchored in brand positioning strategies. Drawing on extensive experience in CPG and health care categories, KN will map the process from target definition to the development of positioning strategies and the



KN Workshops & Seminars *continued*

testing of message candidates. We can discuss the use of statistical tools such as choice models, as well as process management tools such as workshops. Longitudinal testing and databasing considerations will also be discussed.

Brand Equity Measurement & Management

KN can illustrate how brand equity frameworks provide a more powerful approach to monitoring and managing brand health than traditional A&U tracking tools. Seminar content includes the definition of brand equity, how it relates to other concepts such as brand positioning, its importance and key principles in equity measurement. We will show one framework grounded in theory and real world examples of outcomes. Some of this work has been presented at PMRG.

From Insights to Action

A hot topic is how to crystallize true insights and help commercial teams move to actionable strategies and tactics. This session covers hypothesis development, process management and workshops that help bridge the gap from insights to action. This is ideal for research departments looking to increase the consultative value they add to internal clients such as brand and marketing teams.

Using Perceptual Mapping to Identify Market Opportunities

In times of elusive growth, CPG and OTC firms frequently seek out “whitespace” market opportunities such as brand extensions or new product initiatives. Perceptual mapping is one of several tools that provide excellent guidance for these types of innovations. KN can use case studies to illustrate the applications and outcome of perceptual mapping techniques to support growth strategies for consumer facing firms.

Although less relevant for Rx drug marketers, who endure a longer and more regulatory-laden runway to product introductions, these tools can be applied to develop branded programs and other DTP or professional innovations.

Opportunity Assessment to Guide Brand Growth

Many pharmaceutical brands struggle to grow their share of loyal and frequent prescribers. KN can illustrate how multivariate modeling can be used to identify prescribers who are the promising targets to future growth, and uncover strategies, tactics and messaging platforms that will be most effective in targeting these physicians.

KN can present a case study highlighting techniques for identifying “convertible” infrequent prescribers and recommended actions to unlock untapped prescribing among these targets.



KN Workshops & Seminars *continued*



Patient Charts

KN is a leader in capturing and utilizing patient chart data. Increasingly popular in biologic and injectable categories that often lack sound secondary data, patient chart audits provide a more reliable basis for market share estimates and trends. KN will discuss the ins and outs of patient chart audits using case studies from our proprietary MD Diary® approach. We will also show how patient-level data can be used to fuel segmentation and choice exercises.

Choice Modeling

Choice modeling is often used in pharmaceutical new product research to determine optimal endpoints for Phase III trial design or to support a launch forecast. KN will discuss the pros and cons of different approaches such as discrete choice vs. conjoint, traditional vs. adaptive. The seminar will focus on when it is appropriate to use each tool and why.

Data Accuracy

The growth of online research has resulted in a spate of new panels in the U.S. and global markets – both for consumers and physicians. KN will explore the good, the bad and the ugly of online panels. The seminar will draw on comparative studies and published data (from AAPOR, CASRO, etc.) to show how to spot non-representative data sources

and discuss what they mean for your research results.

New Frontiers in Research

KN is a leader in new tools and techniques like digital ad effectiveness, the use of mobile platforms, hybrid qual/quant approaches and integrating social media monitoring with traditional research. This seminar will evaluate the uses of these different approaches that complement rather than replace traditional research approaches. KN will draw from examples like KN Dimestore, Quant[™], Qual[®] and other innovations to illustrate how clients have solved problems using these breakthrough technologies.



KN Workshops & Seminars *continued*

Cross Media Campaign Effectiveness

KN has long been a leader in media research, helping clients understand the composition and engagement with audiences and campaigns across multiple media, including digital, print, TV and radio. This seminar will use case studies and frameworks to illustrate different ways to tackle different measurement problems — for example, how to measure ROI for cross media initiatives, should test/control approaches be used instead of traditional ad tracking, what is the role of opportunity-to-see (OTS) in ad tracking, etc.

Recent KN Conference Presentations (Pharma)

Recent KN presentations and publications can be downloaded from our website at <http://www.knowledgenetworks.com/pharma>.

- **PBIRG 2011 Annual Conference:** *“Aligning Segmentation & Targeting with Strategy”*
- **PMRG Webinar:** *“New Level of People-Centricity: A Qual-Quant Integration Story.”*
- **PMRG 2010 Annual Conference:** *“Changing Roles, Changing Strategies: Ten Things You Need to Reconsider”*

- **ESOMAR Global Health Care 2010:** *“Identifying Global Targets: An Innovative Approach to Getting It Right!”*
- **PMRG 2009 Annual Conference:** *“Maximizing Your Brand’s Potential Through Brand Equity Modeling.”*
- **PMRG Institute 2008 – Prophet’s Toolbox:** *“Hitting the Brand Bullseye Through Predictive Research”*
- **AMA Webcast:** *A Disciplined Approach to Brand Building for Uncertain Times*
- **AMA Webcast:** *Applying Consumer Segmentation for Maximum Impact*

For more information, contact your KN representative or write to

Joanne French

jfrench@knowledgenetworks.com

+1 (646) 742-5364

Steve Pfohl

spfohl@knowledgenetworks.com

+1 (973) 770-1152

Sessions are generally available as both 1-hour and half-day sessions, depending on your needs.

