

Knowledge Networks CASE STUDY

THREE KEYS TO A SUCCESSFUL SEGMENTATION

A major pharmaceutical firm was in search of a positioning and communications strategy targeted to patients who would most benefit from a new drug therapy. Also critical to the effort was the need for clear, accurate, and actionable results to inform the creative brief for the advertising campaign. The stakes in such a case are always high. The firm turned to Knowledge Networks (KN) – the only research company that delivers affordable, statistically valid online research through KnowledgePanelSM – to conduct a segmentation. KN's design and approach leveraged three clearly defined elements to create a platform for marketing the drug to high-opportunity beneficiaries.

1. Use of Workshops to Align with Stakeholders' Business Needs

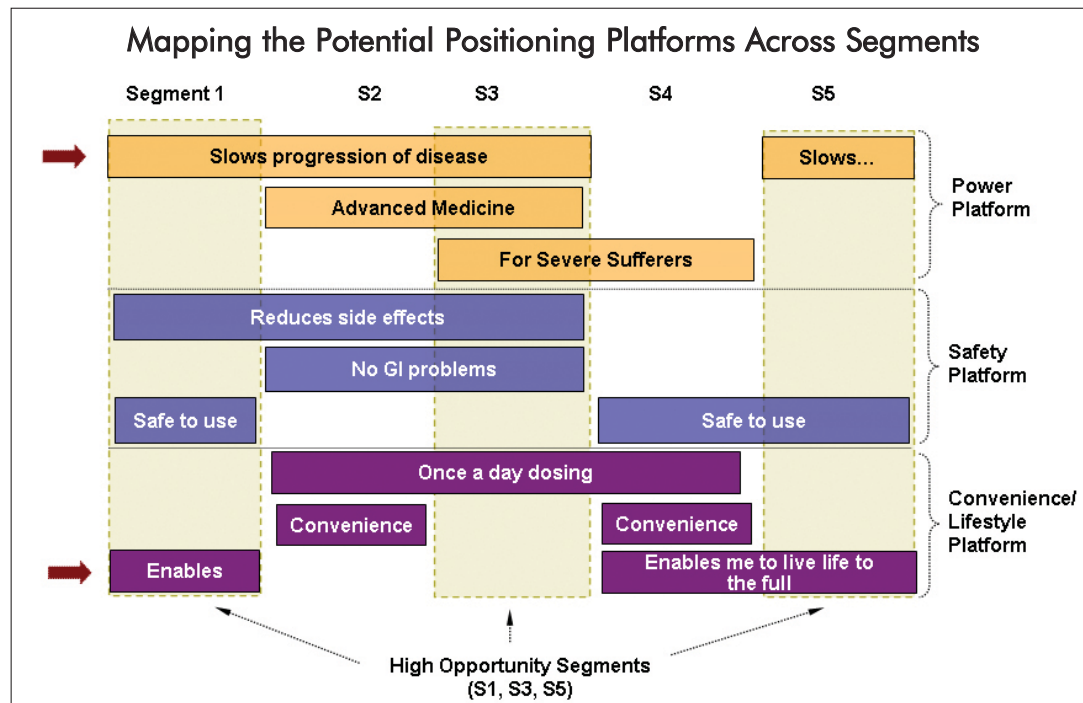
KN recognizes that actionable research results to drive marketing investments and communication decisions are a collaborative affair. Conducting segmentation research is a means to an end – not an end in itself. This has several implications for process management throughout the project.

Therefore, an essential first step for building this segmentation occurred in a kick-off workshop that included the core project team. Failing to gain input from the right internal constituents is one of the main reasons segmentations fall into disuse. With KN's facilitation, the client team reviewed several key elements, including:

- Who would be using the results of the study, and their needs
- Within the core cross-firm team, the distinct roles and responsibilities
- A formal review of information already in hand, and its utility to the survey design and analytic plan
- Critical junctures for additional workshops, e.g reviewing alternative segmentation solutions, and attendance – senior management; the brand team; the P.R. or ad agency
- Core decisions that should be made by the end of each workshop

2. Getting the Science Right

A well-honed segmentation must be based on a modeling technique that impacts the bottom line, and it's imperative to be attuned to the "actionability" of certain data types. Behavioral data speaks only to what consumers do; it offers no clear insight into why, so it cannot provide direction to the marketer to support messaging or positioning strategy. Attitudinal data, on the other hand, can be rich in motivators but falls short in tangible indicators of value.



KN needed a technique that would fuse "visible" elements – including demographics, behavior and other criteria used to reach targets – with intangible elements such as needs, attitudes and concerns. Rejecting antiquated analytical tools that can yield "uni-dimensional" results, KN used Latent Class modeling coupled with Maximum Difference scaling forced choice exercises that distinguish consumer needs and enhance the quality of modeled results. With this method, KN uncovered multiple underlying emotional dimensions and prioritized benefits sought with respect to treatment (e.g., no upset stomach; fast acting; fewer doses). In addition, KN gathered wider inputs, such as immediate health needs, lifestyle, and engagement with specific media.

The results revealed groups of consumers who were similar in needs, attitudes, and benefits sought within segments, yet different between segments. This resulted in segments that were richer, truer to life and **easier to find**. In the chart (upper-right), based on benefits sought by sufferers of a specific condition, one can see similarities in how each of the communication platforms play across the three key targets. Ultimately, this segmentation informed the pharmaceutical firm's creative brief – copy and message within the positioning – that would resonate most strongly with target segments.

3. Choosing a Representative Data Source

For complex marketing initiatives that center on supporting a brand's essence and bull's-eye, it's essential to use a quality sample source to ensure precise sizing of segments and opportunities. This is why we turned to our

proprietary online resource – KnowledgePanelSM – for a projectable picture. KnowledgePanel is the only available probability-selected, nationally representative Internet panel. It is unlike volunteer online panels, which are made up of respondents who represent only those who choose to take part and exclude non-Internet-enabled respondents. For this study, the pharma firm needed to include several groups who were difficult to reach online, but who had pronounced treatment needs. KnowledgePanelSM was the ideal choice.

Success

By using the three elements outlined above, Knowledge Networks helped its pharmaceutical partner attain actionable results. The firm has used the findings in a long-range advertising campaign to propel solid sales volume of the new treatment. KN attained the right mix of input variables and quality data – critical to driving the segmentation – by providing a rich understanding of behaviors and emotional elements. In short, Knowledge Networks delivered **superior measurement** – an integral part of our larger mission of providing Extraordinary Quality and Service.

For more information, please contact
Katherine Binns, Senior Vice President
kbinns@knowledgenetworks.com or
646.742.5330

Justin Edge, Senior Vice President,
Managing Director
jedge@knowledgenetworks.com or
312.416.3676

