

Exploring Opportunities in Prostate Health

Client Leading European Brand Launch in Asia-Pacific

Objective There is high incidence but low awareness towards Prostate health in the Asia-Pacific region. Our client was interested in exploring current perceptions and myths towards this condition. They wanted to understand how sufferers manage the problem today and seek opportunities to offer relevant solutions through its product and communication efforts. This study involved concept and TVC evaluation.

Approach

- Qualitative research in Hong Kong, Indonesia and Vietnam. In each market we did
- n = 12 in-depth interviews among sufferers and experts (Doctors, Pharmacists)
- Supplemented with in-home visits and pharmacy visits

Outcome

- Refinement of concept and TVC communication message to target relevant audiences
- Identified key touchpoints in the sufferer journey that would help influence the target sufferers



HEALTH CARE