

Mapping Sufferer Journey in the Muscle Pain Category

Client Leading Swiss Brand Launching in Southeast Asia

Objective Our client wanted to re-launch its brand in the Southeast Asian markets. Understanding the sufferer and Doctor prescription journey was critical in determining the best marketing strategy for the brand re-launch.

Approach

- Qualitative research in Philippines and Thailand. In each market we did:
- n = 9 in-depth interviews among sufferers and experts (Doctors, Pharmacists)
- Supplemented with pharmacy visits

Outcome

- The study helped define the key communication angles and channels to target
- Doctor detailing and POP materials could be refined to make them more effective



HEALTH CARE