



Brand Perception Series

Measuring Physician and Patient Perspectives of Drug Attributes and Marketing Messages

When your brand reaches the market, you can't change its clinical profile, but you can change how your brand is perceived. While understanding brand perception is essential for any in-line or soon-to-launch brand, this task is challenging for market researchers, marketers and brand teams due to the lack of low cost, comprehensive primary research.

In response to this market need, Decision Resources created the Brand Perception Series, the first and only syndicated report series to quantitatively analyze physician and patient brand perception and message resonance. The findings are driven by extensive primary research and offers clients an unbiased, comprehensive, cost-effective solution to understanding the full competitive brand landscape.

The Brand Perception Series uses six key complementary metrics to measure brand perception and response to messaging, providing clients with a robust set of data to drive decisions. In addition, analyst insight and analysis builds on Decision Resources' therapeutic expertise and informs clients of the reasons underlying product perceptions.

The Brand Perception Series will help you:

- Identify the clinical and commercial attributes that drive brand choice
- Quantify perception of your brand's attributes versus your competitors
- Measure patient and physician brand advocacy and loyalty
- Identify hypothetical messages with strong resonance in key groups
- Measure how your brand's message stacks up versus your competitors'
- Identify key opportunities for future messaging and detailing efforts

Are you already doing some of this analysis?

- Use the Brand Perception Series as an outside validation of your own data
- Fill in gaps in your current research (new drugs, new stakeholders, new metrics, new insight)

Key Benefits

- Comprehensive, quantitative analysis of brand perception and messaging
- Extensive primary research with 150 physicians (75 PCPs, 75 specialists) and 250 patients
- Significant cost-savings while providing a greater number of brands for comparison
- Promotional spend, market share and patient share analysis
- Decision Resources insight and analysis
- U.S.-specific coverage
- PowerPoint format allows for easy incorporation of data into presentations
- Custom survey options available
- Additional segmentation of respondents available

Key Users

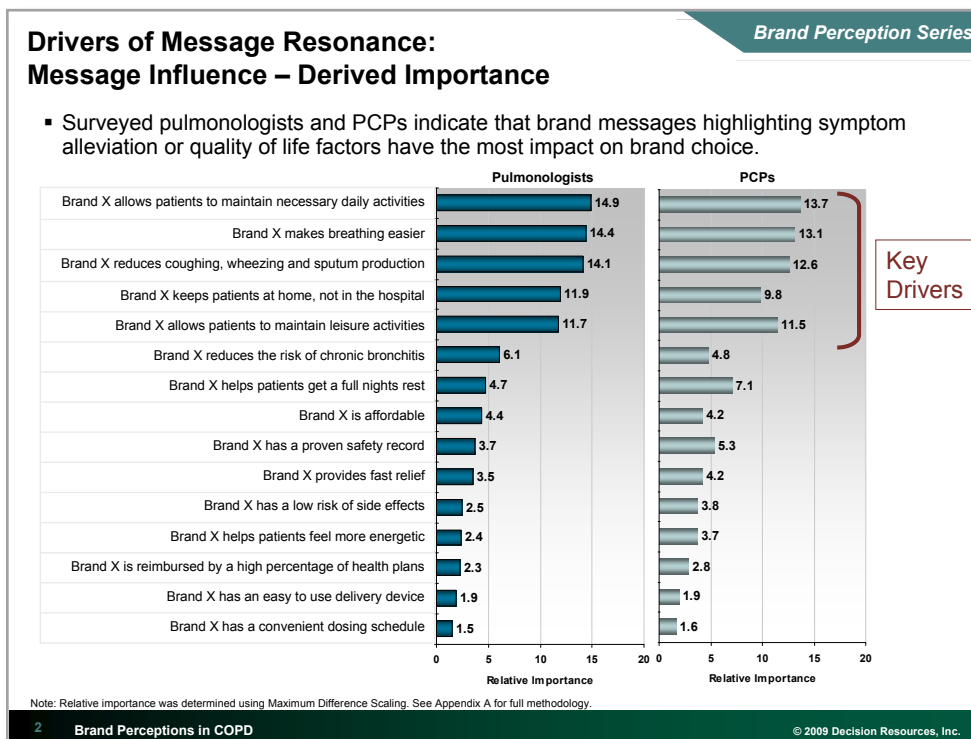
- Brand Management
- Marketing
- Market Research
- Regional Sales Teams



A Decision Resources, Inc. Company

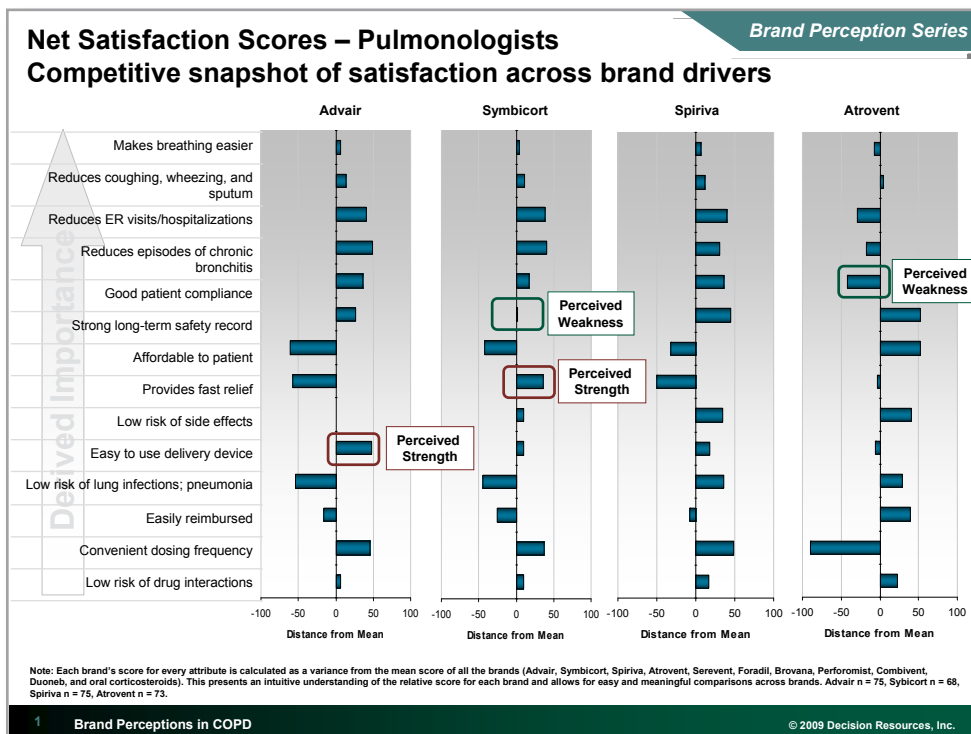
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Sample Brand Perception Series slides:



Sample questions Brand Perception Series can help answer:

- What drives brand choice? Does this vary between key physician and patient subgroups?
- How do consumers perceive your brand's strengths and weaknesses versus your competitor's brand?
- Which brands have the strongest advocates in the marketplace?
- Are your key purchasers loyal? Do they plan to continue to prescribe and use your brand?
- What messages drive change in consumer behavior?
- Do messages resonate differently between key consumer groups?
- Which brands have the strongest share of mind in the marketplace, and how has this translated into patient requests?
- Based on message resonance and recall, what is the return on promotional spending for your brand?



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