



Market Assessment for Contraception Products

PROFILE

CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

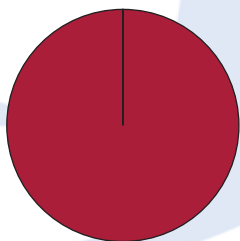
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

A French pharmaceutical laboratory, leader in its market sector, needed a better understanding of the contraception and emergency birth control markets in order to support the launch of a new product and to re-assess the current packaging being used for an existing product.

CHALLENGE

The client needed the project to deliver an overall assessment of the key messaging objectives for each product.

For both products, TMTG focused on several key marketing components, including:

- An understanding of the patients' current practices
- Defining the role of the pharmacists
- Identification of the knowledge level, beliefs and generally accepted ideas of users
- Testing of acceptable packaging
- Identification of effective messaging (for promotional campaign)

SOLUTION

TMTG proposed a two step approach:

- 1) TMTG conducted two focus groups with young patients currently using contraceptive pills.
- 2) TMTG conducted in-depth interviews, face to face, to explore the more intimate problems related to the emergency contraception market.

IMPACT

Based on the information provided by TMTG, the client was able to realign its messaging closer to the expectations of its customers. The packaging graphic concept was validated by the participants, and recommendations for a new packing scheme were also addressed.



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