

HEALOGIX Headlines™

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Message Testing In The Digital Age

By Ken Rawlings

It is a self-evident truth in marketing that for a brand to succeed and its positioning strategy to be realized, its messages must resonate positively and accurately with customers. With so much riding on the effectiveness of messages, how can marketers know their messages will work as intended? While there is no such thing as perfect prediction, message testing via market research plays a crucial role in learning how brand messages are likely to fare in real-world communications. Thus, it is no surprise that message-testing research has – for decades – been a staple element in the launch preparations for every biopharma brand.

So, the need for message testing has been a constant through those decades; but what about other factors and forces impinging on biopharma marketing? As anyone who's been in the industry for a while can attest, things have definitely changed. Teams have constantly been asked to do more with less: less time and less budget. Even when an emerging product looks like a sure blockbuster, compared to 20 years ago, marketing teams today are being asked to bring the product to market faster, with a smaller budget, and typically with a smaller team to do the work. In this environment, the traditional approach to message testing just doesn't cut it. Let me explain.

Traditionally, message testing was qual-quant, with a few weeks in between studies to consider the feedback and re-work the messages. This process took 5 months and was high-cost. Over time, responding to the do-more-with-less mandate, marketing and research teams responded by eliminating the quant,

saving a lot of time and money. Problem solved? Well, not really.

Time and budget shrunk, but with the quant gone, there was no longer the ability to learn from one phase of research, make adjustments, and test again. So, marketing teams resorted to forcing the remaining qual research to serve as a “learning laboratory”. Messages that were problematic in early interviews were changed or deleted. New messages were introduced. Wording was tweaked. New probes were introduced. For all its good intentions, this necessary adaptation created new problems: research methods and tools were simply not up to the task. Why? Because we were still in the paper era, either real paper or its digital equivalent: messages displayed on the Web in PowerPoint or Word.

Evaluating a large number of messages (often fifty or more) using physical or digital paper is tedious, frustrating for both moderator and client team, and an outright barrier to learning and implementing changes on the fly. Paper offers no ability for rapidly presenting research results for decisions or implementing changes made to messages.

At Healogix, we moved quickly to solve this problem by developing new methods and a software tool to support the “learning laboratory” approach to qual message testing. We call it Memorable Message™.

Memorable Message supports rapid decision-making as research progresses by augmenting qualitative probing with closed-ended metrics that are captured in a Web app. How does this work?

As the discussion guide is developed,



closed-ended metrics are chosen and designed to fit the study objectives. The messages are uploaded into the Memorable Message app, and the chosen metrics are programmed (believability, relevance, motivation to prescribe.) When interviews begin, the moderator displays the messages on-screen for the respondent and all observers — whether in the facility back room or anywhere in the world via the Internet. As discussion progresses, respondent reactions are visible to all and captured by the Web app. Over the course of several interviews, the results of rating, ranking, or sorting tasks, along with moderator notes on the drivers of preference and attitude, are captured. At the end of the day — or at any time during fieldwork — the team can huddle with the moderator, access results to date, and make decisions about changes to the message set for further testing. Voila! The learning laboratory is realized.

Memorable Message also supports the development of an optimal story for the brand by each respondent.

For a more in-depth review of the challenges and potential solutions in messaging research, see our white paper: healogix.com/resources/whitepapers/. Or contact us for a Memorable Message demo and discussion. •

HEALOGIX Happenings



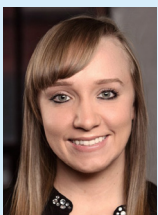
NEW HIRES



Jennifer Stewart, Vice President.

Jen's specialty is healthcare and consumer research with a focus on OTC products.

Key categories include allergy, sleep, erectile dysfunction, pain relief, skin & hair care, dental care, heartburn/acid indigestion, etc. Her areas of concentration include A&U, segmentation, concept, product, messaging, pricing, shopper, shelf impact. Jen holds a MS in Experimental Psychology from Villanova.



Maxine Yarnall, Director. Maxine joined Healogix in 2019 with over 7 years of pharmaceutical market research experience, focusing on domestic and global custom quantitative research. During her tenure, Maxine has been exposed to a broad range of methodologies and therapeutic areas.

Maxine earned her B.S. in Pharmaceutical and Healthcare Marketing from Saint Joseph's University.



IN THE NEWS

In 2017 a group of neighbors in Doylestown, PA, including Tim Edbrooke, President of Healogix, came together to hold a food drive on Super Bowl Sunday for their local food pantry. In the first year, The Harvey Avenue Crew, as they became known, collected 2,500 lbs. of food. The following year, with the Eagles in the Super Bowl, the "Crew" did it again, this time collecting 4,500 lbs. of food. In 2019, now officially registered as a charity, the "Crew", blew their previous best out of the water, collecting 11,000 lbs. of food from the generous people of Doylestown. The "Crew" was featured on local Fox News on the day of the food drive and have subsequently been recognized by the Borough of Doylestown, receiving a proclamation from the Mayor on the 18th of March 2019.



CONFERENCES

Intellus Worldwide Summit, May 19-21, Philadelphia, PA

Attendees: Kelly Smith, Amy Bailey, Maxine Yarnall, Catie Barbieri, Kate Evans, Ed Siebert, Tim Edbrooke

PMRC Bay Area, June 11-12, South San Francisco, CA

Attendees: Jennifer Stewart, Ed Siebert

IleX Health, June 3-4, Philadelphia, PA

Attendees: Catie Barbieri, Maxine Yarnall, Lisa Giannoumis, Tim Edbrooke

Congratulations and safe travels to our esteemed colleagues!

Did You Know?

Ten Healthy Food Facts



Broccoli contains twice the vitamin C of an orange



Avocado has the highest protein content of all fruit



Honey is the only edible food that never goes bad



Eggplants are fruits and classified as berries



Ginger can reduce exercise-induced muscle pain by 25%



Neither strawberries, blackberries nor raspberries are actual berries



There are close to 10,000 varieties of apples



Almonds are a member of the peach family



A bunch of bananas is called a hand



Fresh eggs sink in water and rotten eggs will float

Do you have a story idea for our next newsletter? Send thoughts to ed.siebert@healogix.com