

# CASE STUDY

# BRAND X

## BACKGROUND

To glean response from healthcare professionals (HCPs) to proposed campaign material for Brand X and their recall of brand & key messages from the material.

Challenges faced : to attract attention (campaign material would be competing with information from other brands); engage audience over product benefits, measure recall and evaluate action likelihood.

## STRATEGY

Opinion Matters was tasked with recruiting 25-30 respondents (GPs and Nurses from across the UK) and had 38 take part in an OMLive online focus group.

The online focus group was an hour long and run by a moderator acting as the online presenter, with respondents logged on from home / work being shown visual stimuli, and asked both qualitative and quantitative questions to gauge their opinions and recall of the campaign material.

All participants were screened ahead of the online focus group so the profile data could be captured for use as cross analysis in result reporting.

The moderator guided respondents to ensure they followed the research process online. As interesting / unexpected results were delivered, the client (present offscreen in the studio technical room) took advantage of the methodology and inserted question themes for the moderator to feed to the respondents online. Results were monitored in real-time, and the moderator (where appropriate) provided result information to retain and intensify audience engagement still further.

Towards the end of the online focus group, respondents were told who Brand X was behind the campaign and asked which campaign materials and strap lines in their opinion, worked best based on their knowledge and perception of the brand.

## RESULTS

Using OMLive technology and online focus groups to access the core target audience, Brand X was able to measure response to proposed campaign material prior to launch and evaluate brand and message recall, and ascertain likely actions.

At time of writing, research was only recently completed and campaign is still to be launched.

## FOCUS GROUPS

