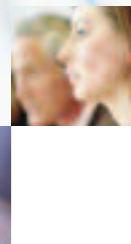


Market
Development

*Creating a
new market
through awareness
building*



Background

A new medical product had potential for being promoted to patients as well as physicians. The company was unaccustomed to marketing to anyone other than its traditional physician customers, and therefore brought in an experienced project leader to develop, implement and evaluate a unique “pull” strategy that would ignite patient awareness and spur demand.

Solution

After researching the new customers’ decision-making processes, the project leader defined educational and market expansion objectives and developed key messages and tactics that would influence patient action. The decision was made to develop a broad-based public awareness campaign, including the use of the Internet to reach patients and physicians.

The project leader oversaw the work of a major public relations agency to guide a national campaign that leveraged physician research and patient testimonials. Communication channels extended from broadcast and print to online strategies and collaboration with patient advocacy groups. The project leader also spearheaded the creation of a new website with educational and promotional tools, including surveys and fulfillment packets.

Results

Website traffic increased dramatically and the site became recognized as a unique source of information on this medical condition. Eighty-nine percent of patients surveyed stated that they planned to take action as a result of viewing the site, and sales of the product increased. In addition, the public relations campaign energized the sales force and created visibility for the product among physicians and patients.

Take action. Call us today.

See how we can help you make and keep commitments. Our partners are located in the Minneapolis/St. Paul area, and have experience managing projects in both North America and Europe.

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Logic Intuition



Project Leadership Services

We help you make and keep commitments.