

# NDA: Message Development

For more details on our approach to this project, including a specific example, please contact us!  
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## Message Development

### Challenge

Scenario	Pharmaceutical company commissioned a study to be carried out independently of their advertising agency on the key messages and data presented in a sales aid for a late-stage drug used to treat chronic pain.
Objective	Identify the concept that best motivates physicians to prescribe the product and best supports the product's positioning as the sustained release opioid (SRO) pain reliever of choice to regain normal life activities in patients living with chronic pain (and, specifically chronic low back pain).
Challenge	Fast turn-around in order to use promotional materials in sales efforts.

### Solution

Methodology	Primary research, including 30 in-depth in-person interviews in three major US cities (New York, Chicago and Houston) with high SRO prescribing physicians.
Deliverables	PowerPoint presentation summarizing perceptions of campaign concepts, detail aid and ranking of preferred headlines and taglines.

### Impact

Impact	Pharmaceutical company used findings to refine their sales campaign message, and detail aid ensuring reps placed more emphasis on the key message: "Patients' return to prior level of physical function".
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