

Phase III: Brand Name Research

For more details on our approach to this project, including a specific example, please contact us!
Call (888) 947-2339 or email Case_Study@wwmr.com

Brand Name Testing in the U.S. and Europe

Challenge

Scenario	Pharmaceutical company requested fieldwork for an osteoporosis product brand testing study in the U.S. and Europe (United Kingdom, Germany, France).
Objective	Assess the reactions and opinions of patients and physicians regarding prototype drug product names.
Challenge	Coordinate recruitment and conduct interviews of test groups in several different countries.

Solution

Methodology	Primary research, including phone interviews with carefully selected female patients and OB/GYN and GP/FP physicians from each country.
Deliverables	Excel spreadsheets with translated results from each of the patient and physician test groups in each country.

Impact

Impact	Pharmaceutical company used findings to gain insight into patients' and physicians' reactions to and opinions of several prototype drug product names.
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WWMR, Inc. Research Case Study

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Study Design – U.S.

Part 1: Phone interviews lasting 10-15 minutes, with 50 physicians (split between OB/GYNs and GP/FPs).

Study Design – Europe (United Kingdom, Germany, France)

Part 1: Phone interviews lasting 10-15 minutes, with 75 women aged 55-70 (25 per country).

Part 2: Phone interviews lasting 10-15 minutes, with 30 physicians (10 per country, split between OB/GYNs and GP/FPs).

Some questions asked in these studies were:

- Top of mind reactions to 5-7 names;
- Attribute ratings or forced choice on 5-7 names;
- Listen and select most appropriate brief concept statement on a scale of 1-3; and
- Ranking of the names.

