

CASE STUDY

identifying opportunity through custom research

Product Positioning Research

The Issue:

A major vaccine manufacturer was planning a product re-launch to support an expanded indication for a key corporate brand. Past physician experiences with the vaccine had encountered challenges and the company needed improved messaging that could overcome existing perceptions.

The Solution:

MRSI developed a multi-stage qualitative and quantitative research solution including exploratory ideation, message development, creative development and message implementation research. A quantitative discrete choice design was also conducted to optimize the product message.

Business Implication:

The brand team was able to identify unanticipated motivators and create a strong message that clearly and positively addressed areas of concern. In fact, the breadth of our findings provided the team the capability to modularize the message and supporting advertising campaign for application to a larger audience than anticipated.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.