



Pharmaceutical Manufacturer

## SUCCESS STORY: MEASURING AWARENESS AND AUDIENCE SEGMENTATION

### HOW THEY DID IT:

#### 1. Define the Goal

A leading pharmaceutical company needed to measure consumers' attitudes and awareness for OTC drug brands for a variety of use cases. They also were interested in learning about the implications of increased online availability of the medicine as well as likelihood to purchase the different brands.

#### TARGET AUDIENCE



- Males & Females
- Age 18+
- Use OTC drugs regularly

#### 2. Solution: Research & Persona Mapping

LoudDoor launched research, and based on the results, built a **typology of online buyers** depending on:

- Their awareness of OTC medicine available online
- Likelihood to purchase generics
- Attitude on purchasing OTC medicine in general

Each persona detailed their demographics, awareness/knowledge of over-the-counter medications, online shopping habits, and strategy recommendations.

### SHOPPING PERSONAS

Generic Buyer	Fickle Shopper	Brand Conscious
<p><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>• Buys store brands</li> <li>• Knowledgeable about store brands</li> <li>• Cost conscious</li> <li>• More likely to recommend most store brands</li> <li>• Keep basics on hand</li> </ul>	<p><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>• Average knowledge of store brand needs</li> <li>• Influenced by price</li> <li>• Trust ND better for some conditions</li> <li>• Believe store ND are better than others</li> </ul>	<p><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>• Buys name brands</li> <li>• Understands relationship with store brands</li> <li>• Believes ND are better &amp; more effective</li> <li>• Likes to shop in general</li> <li>• Loyal to trusted brands</li> </ul>
<b>Shopping Habits</b>	<b>Shopping Habits</b>	<b>Shopping Habits</b>

#### 3. Their Success

We then compared the **social media Interests** of each Persona versus those of their peers on Facebook to see which Interests over-indexed among each segment.

This gave the client a deeper understanding than traditional research would provide of each of the customer personas, as well as insights concerning where to reach these consumers with targeted ads in digital channels.

