

CASE STUDY: ADVERTISING AND MESSAGE TESTING

Pediatric Development Services Banner Ads

De-risk your expensive advertising and marketing campaigns by gaining early feedback in time to make changes.

In preparation for a re-launch of their pediatric development services, a top 10 CRO wanted to ensure its online banner advertisements and messages resonated with clinical development decision-makers. In order to test the overall reaction to the pediatric banner ads, ISR developed an online survey with high-level clinical development decision-makers. Using advanced research methodologies and ISR's proprietary Health Panel, ISR was able to deliver informed, data-driven recommendations to the CRO.

The Results



Overall Outcomes

- ISR recommended targeted placement areas in various media outlets for the CRO's banner ads.
- The heat map and hot spot tools found that all ads could be effective with slight modifications to alleviate most respondents' concerns.
- ISR identified unique positive and negative associations for each ad.
- The CRO replaced images and messages in order to create the most effective ads possible.

OVERVIEW

Fast, data-driven results to increase confidence that your messages will resonate with decision-makers

4-week project from initiation to completion

Exclusive access to high-level decision-makers

State-of-the-art technology

Heat map and hot spot tools reveal additional layers of insights into how decision-makers view your marketing messages and images

Standard data collection components allow for cross-campaign comparisons

Cost-effective

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ISR's ad testing capabilities allow us to make data-driven recommendations for service providers and pharmaceutical companies in a cost-effective and timely manner. ISR's Health Panel provides fast access to high-level clinical decision-makers who are screened to ensure they match the company's target audience. Additionally, the Health Panel guarantees the ability to target all phases of clinical trials, specific therapeutic areas, and service-line responsibilities.

Speed

Provides quick results, often less than 4 weeks from start to finish

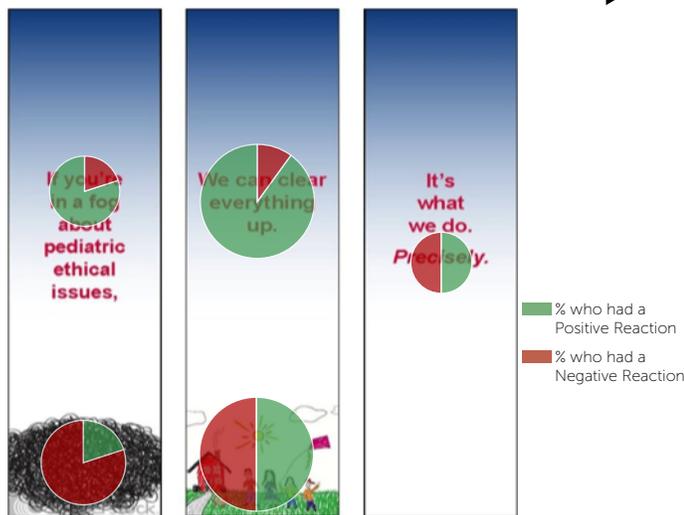
Technology

Utilizes heat map tool, hot spot tool, and battery of attributes to make data-driven recommendations

Access

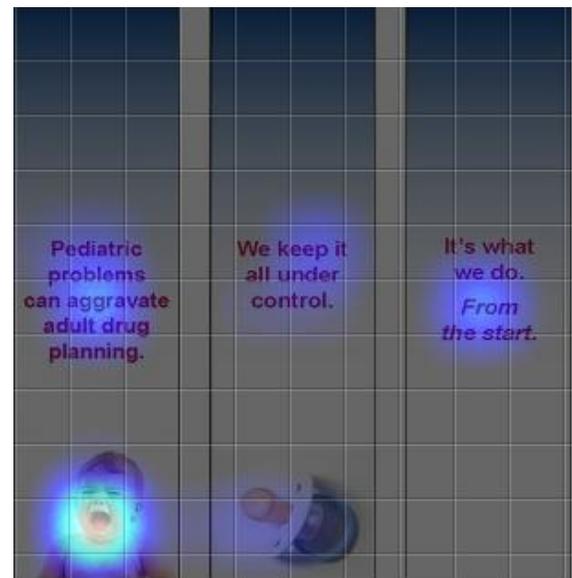
Enables fast access to high-level decision makers via ISR's Health Panel

HOT SPOT TOOL



The hot spot tool segments parts of an ad/image/message, and participants are able to select whether they view each "segment" as positive or negative. In the "ethical fog" banner ad option, respondents did not perceive the fog image in a positive light. However, the "ethical" message was well-regarded. The fog image was eventually replaced, and the new ad evoked a more customer-centric feel.

HEAT MAP TOOL



The heat map tool lets participants select the segment of the ad their eye is drawn to initially. This tool allowed ISR to recommend appropriate and compelling imagery and messaging for the CRO's banner ad campaign.

Let ISR stress test your next marketing or advertising campaign.
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About Industry Standard Research

Industry Standard Research (ISR) is the premier, full service market research provider to the Pharma and Pharma services industries. With over a decade of experience in the industry, ISR delivers an unmatched level of domain expertise.