

# Can innovation in market research drive more effective messaging campaigns for drug launches?

*The Intersection of Insights, Technology & Medicine*

Thursdays 10am-4pm ET March 24,  
March 27 & April 7, 2021  
Online Engagement



Dan Cassidy  
Idorsia Pharmaceuticals  
Senior Director, Customer  
Insights and Analytics



Gaurav Kapoor  
President, Newristics

# Market research has seen tremendous innovation over the past decade



## DIY Survey Platforms

Are making research more agile



## First party databases

Are replacing professional respondents with engaged customers



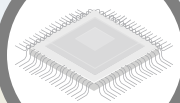
## Behavioral Science

Is helping researchers capture emotional drivers of behavior



## Data Visualization

Is transforming the reporting of research results



## Artificial Intelligence

Is mining new insights from existing research and data

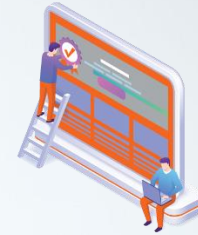
# Message testing research still has many unmet needs and could benefit from more innovation



Can't test a lot of messages in one study



Can't get good separation in message scores



Can't improve messages as you test



Must ask stated questions about likes/dislikes

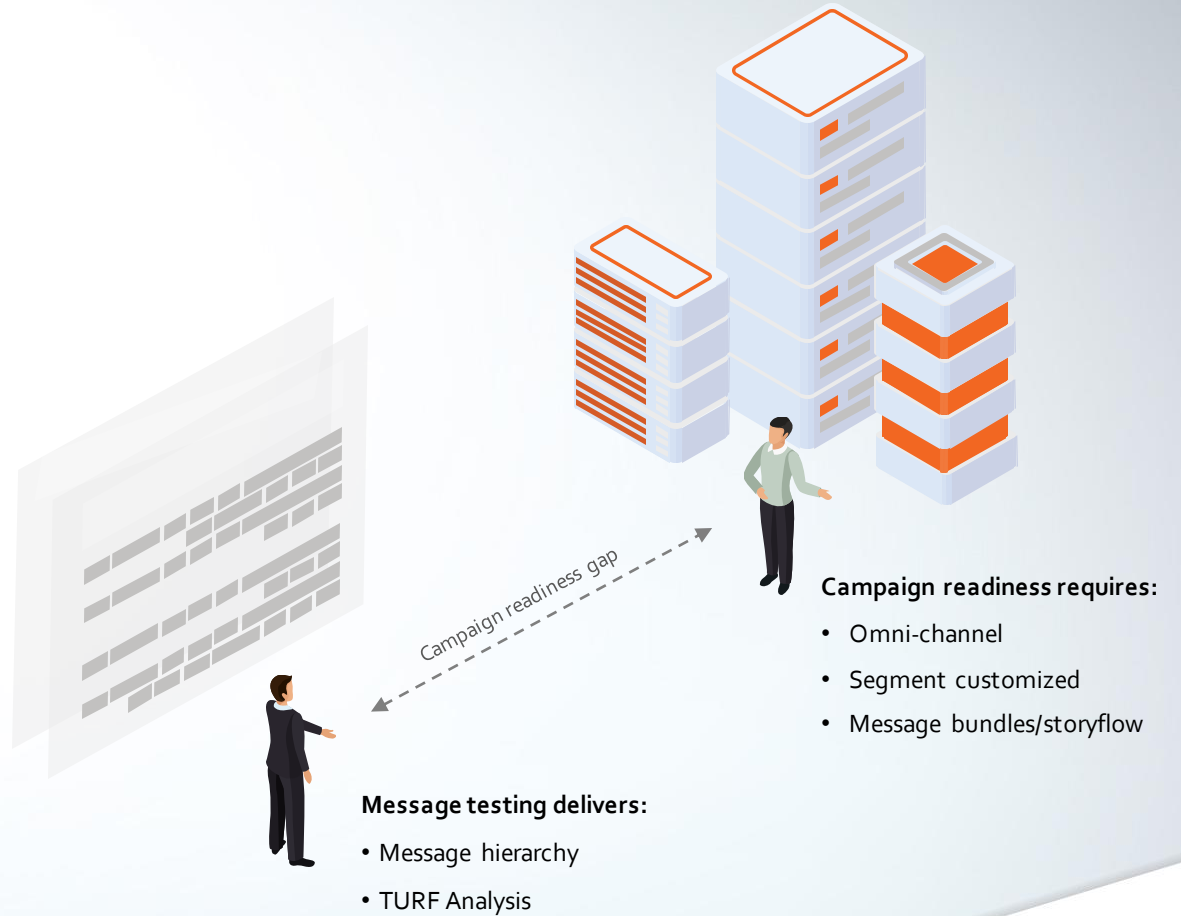


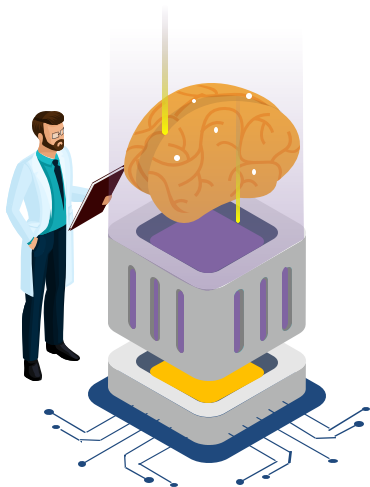
Focus on message ranking instead of message bundles



Deliverables are not campaign ready

Current message testing solutions are not helping marketing teams with **campaign readiness**.





## SCIENCE

Decision heuristics science allows us to test messages through underlying decision heuristics

Decision heuristics science and artificial intelligence offer the potential to transform message testing research



## ALGORITHMS

Machine learning algorithms and AI allow us to translate survey data into campaigns

# Benefits of using behavioral science and AI to test messages differently

## Test everything you have!



Heuristics can help you test 100s of messages in one survey without a large sample size.

## Not just test, also improve



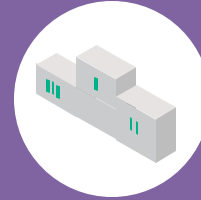
Heuristics can improve your messages and tests multiple versions of each message in research.

## Get better separation in message scores



Heuristics can provide greater differentiation between messages so you can make confident messaging decisions.

## Find winning message bundles



AI can identify winning message bundles out of billions of possibilities

## Improve campaign readiness



AI can identify the optimal message bundles for each channel and customer segment, ready for execution.

# Roadmap for using behavioral science and AI to test messages differently

## 1. Preparing Messages

Algorithms reverse engineer heuristics behind every original message



Heuristics are used to create a superior alternative for every original message

## 2. Testing Messages

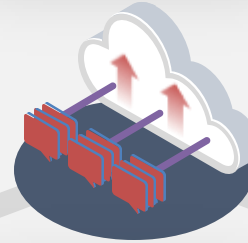
Messages and underlying heuristics are tested through survey choices



Custom message bundles are created and tested using each respondent's heuristics

## 3. Analyzing Data

Data from all respondent choices is loaded into a cloud-based AI platform.



Algorithms search across billions of possibilities to find winning message bundles

## 4. Optimizing Campaigns

Rules engine is used to create optimal message bundles for different channels and segments



Survey data can train AI models to score future messages without testing

# The effectiveness of this innovative message testing approach was studied in a large scale meta-analysis of research studies





## Consistently superior results across all studies

**100%**  
**Success Rate**

**100%** of projects resulted in improvement vs. current messaging and vs. competitors


**1.7x**  
**Improvement**

Message bundles identified from research had **1.7** times higher customer preference than current in-market messaging

**Market**  
**Leadership**

Message bundles helped **7 out of 10** brands take or extend market leadership and the remaining brands close gap vs. the leader

Results based on comparison of preference share data on message bundles from the 29 studies



# Case Study: Optimizing messaging campaigns for a drug launch

# Launching a new drug under challenging circumstances

## Category Challenges



Large, but declining market due to patent drop-offs



Non-pharmacological treatment options are also used widely



Physical dependence issues are barrier to compliance

## Company Challenges



Innovative MOA, but third to market in class



Negative class effect from first drug launched



First commercial product launch for company

# Study objective: Create winning HCP and patient messaging playbook for launch

1



Improve messages prior to research and test a large number of original and heuristicized messages

2



Identify winning message bundles and story flow out of billions to guide campaign strategy

## Winning Launch Campaigns

3

Generate campaign ready message bundles to activate segment and channel-level personalization



4

Predict likely performance of messaging campaigns vs. competitors



# Simultaneously optimizing physician and patient messaging campaigns with research



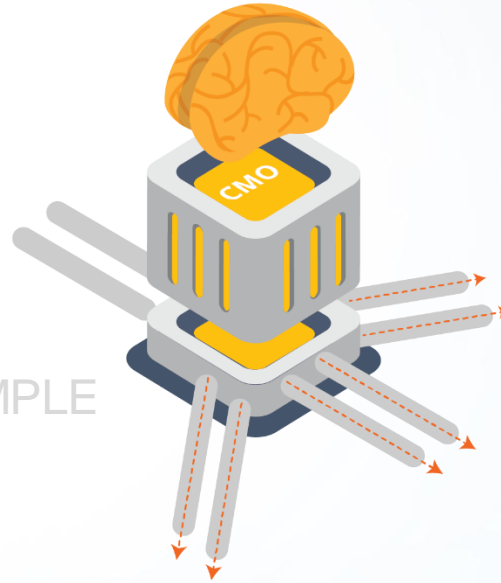
| Physician Study | Study Specs                   | Patient Study |
|-----------------|-------------------------------|---------------|
| 21              | Heuristics tested             | 20            |
| 109             | Original messages tested      | 70            |
| 79              | Heuristicized messages tested | 67            |
| 8               | Message attributes            | 8             |
| 36,084,163,500  | Message bundles possible      | 2,800,980,000 |
| 250             | Sample size                   | 250           |
| 4               | Competitors benchmarked       | 4             |



# Heuristics were used to improve messages before research

**Original Message**  
PRODUCT X is available in a  
single nightly dose.

EXAMPLE



## Alternative 1

PRODUCT X requires only one  
dose every night.

*(Heuristic: Focusing Effect)*

## Alternative 2

Once-daily, night time dosing

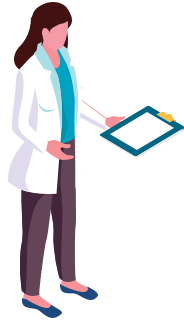
*(Heuristic: Rule of Consistency)*

## Alternative 3

Simple to take:  
One dose every night

*(Heuristic: Complication Bias)*

# A unified messaging platform based on 3 dominant heuristics emerged out of the research studies



- Triple benefit framework
  - Faster onset
  - Longer lasting
  - Keeps improving
- Consistent results without dependence
- Flexible dosing



## Compromaxing

Sometimes humans want it all, and don't want to give up anything to get there.

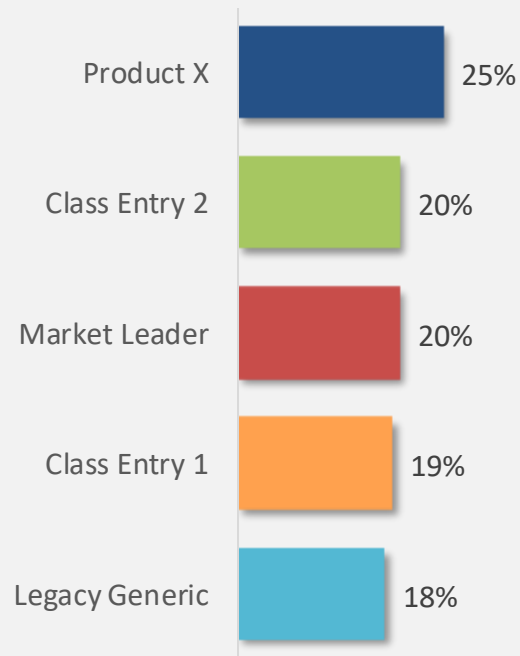
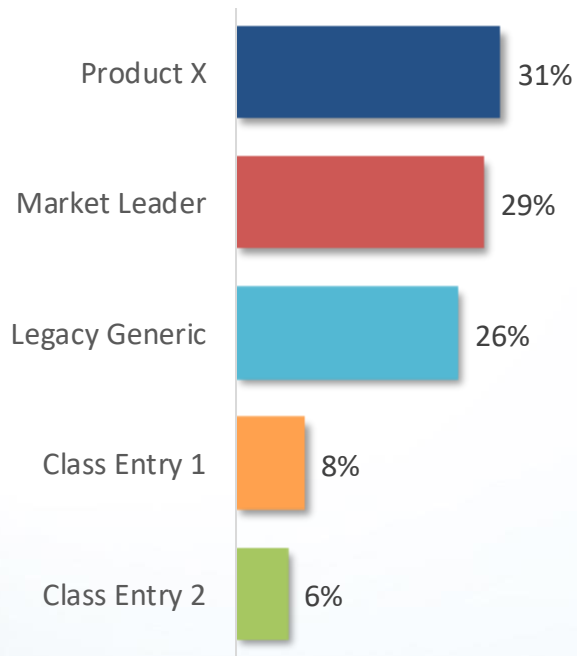
## Positive Outcome Bias

Humans expect their actions to produce better outcomes than they actually do.

## Complication Bias

Humans look for simple rather than complicated decisions.

# The winning message bundles for both HCPs and patients were significantly better than competitors





# Recap: Why use behavioral science and AI for message testing

## Behavioral science helps us...

1

### Test a lot of messages

so that we can improve our chances of finding winning messaging campaigns

2

### Get better data on each message

so that we can find better message bundles out of billions of possibilities

3

### Get message appeal without asking

so that we can create even more successful messaging campaigns in the future

## Artificial Intelligence helps us...

1

### Be more campaign ready after research

So that we can be more agile and accelerate time to market

2

### Create more personalized campaigns

so that we improve marketing efficiency and reduce marketing waste

3

### Train predictive models

So that we can refresh campaigns more often without more research

## Presenter Information



Dan Cassidy

Senior Director, Idorsia

[LinkedIn](#)



Gaurav Kapoor

President, Newristics

[LinkedIn](#)

Watch the [recording of this session here!](#)

Learn how the combination of behavioral science and AI can significantly boost messaging effectiveness for drug launches!