

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

The Intersection of Insights, Technology & Medicine

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Online Engagement



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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



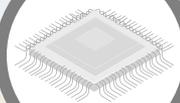
Behavioral Science

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



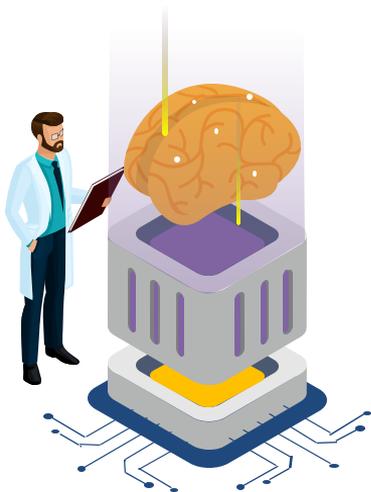
Focus on message ranking instead of message bundles



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



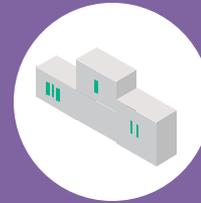
Heuristics can improve your messages and tests multiple versions of each message in research.

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

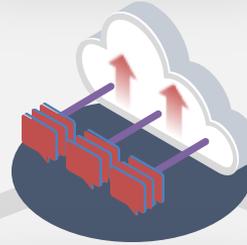
Messages and underlying heuristics are tested through survey choices



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

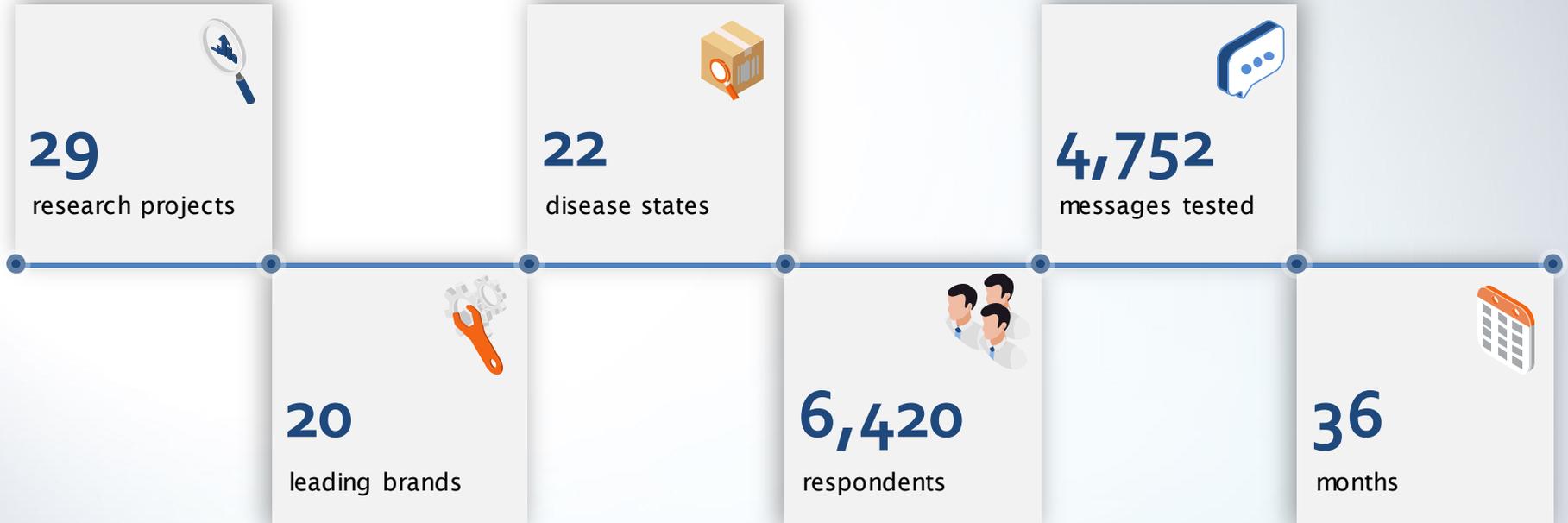
4. Optimizing Campaigns

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



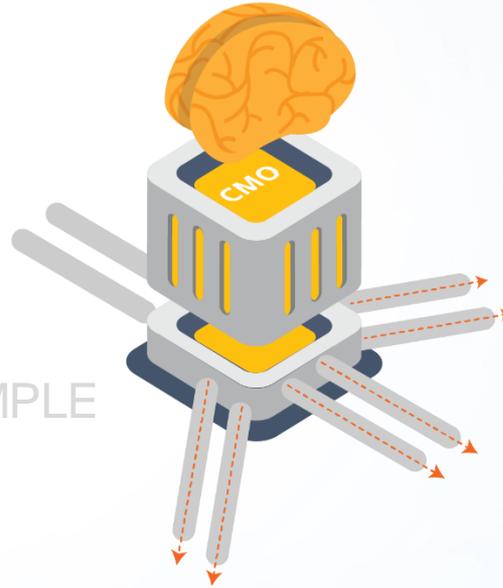
Physician Study	Study Specs	Patient Study
21	Heuristics tested	20
109	Original messages tested	70
79	Heuristicized messages tested	67
8	Message attributes	8
36,084,163,500	Message bundles possible	2,800,980,000
250	Sample size	250
4	Competitors benchmarked	4



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

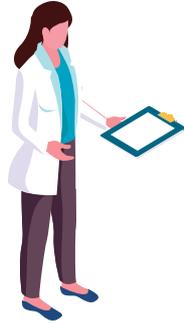
(Heuristic: Rule of Consistency)

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.

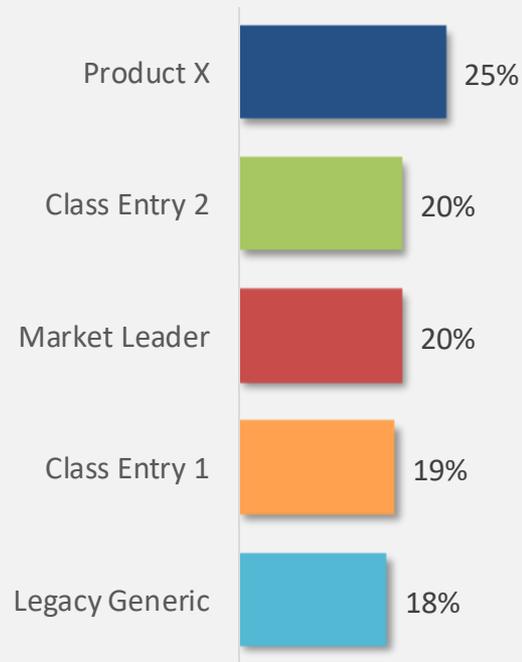
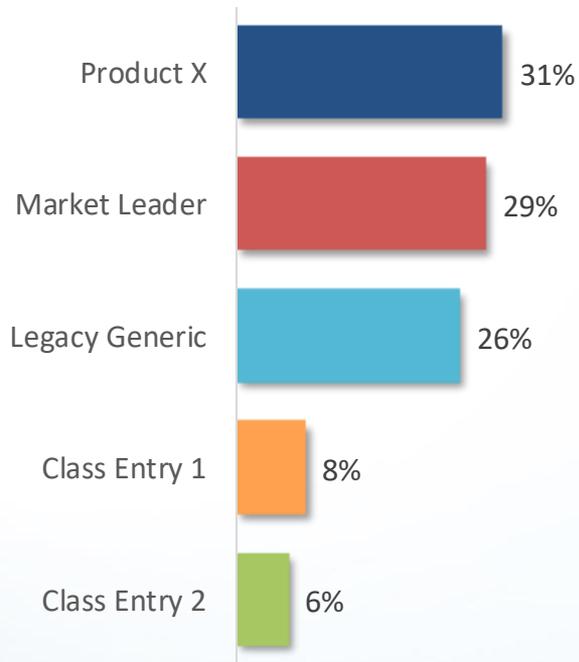
Positive Outcome Bias

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



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

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