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Communications Planning

Messaging & Claims

Success Story



Qual-Quant approach to assess series of messages and determine best performer(s)

Rational & emotional components identify which messages work best, why, and how to combine messages to amplify reach

Rational
Evaluation

Motivate



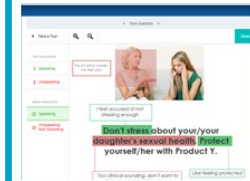
Emotional
Assessment

Connect



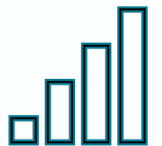
Optimization

Improve



Bundling

Amplify



Our Approach

Rational – Foundation for messaging but only part of story

Rational Evaluation

Motivate



Assess individual messages for key metrics (e.g., motivation, uniqueness, relevance, align with positioning, clarity, etc.)

More Motivating Messages

MaxDiff output for most/least motivating messages

Top 12 messages		Utility Scores
1	Product Y is effective against 9 types of HPV, which can cause cervical, vaginal, vulvar, and anal cancers	7.8
2	Product Y is proven effective against 9 types of HPV, which are responsible for the majority of HPV-related diseases	7.0
3	In clinical trials, Product Y was 99% effective against HPV types 16 and 18, which are responsible for most HPV-caused cancers	7.0
4	HPV is responsible for more than 70% of cervical cancers	6.6
5	One shot protects you/your daughter from cancers and diseases caused by HPV	6.2
6	There are many types of HPV - Product Y protects you/your daughter against all of them	5.9
7	Product Y is effective against the two types of HPV that are responsible for most HPV-caused cancers	5.6
8	HPV may cause certain types of cancer including cervical, anal, and vaginal	5.5
9	Product Y works to prevent HPV infection, which may cause certain cancers and diseases	4.9
10	Nearly half of women will contract HPV in their lifetime	4.5
11	Shield yourself/your daughter from the various cancers and diseases caused by HPV	4.0
12	There is no treatment for HPV, so prevention is key	4.0

Efficacy
Education
Dosing
Experience/Trust

buzzback

Messages Standing Out on Other Key Metrics

Top 3 MaxDiff messages also stand out on believability, uniqueness & relevance

Top 12 Messages		Believable	Unique	Relevant
1	Product Y is effective against 9 types of HPV, which can cause cervical, vaginal, vulvar, and anal cancers			
2	Product Y is proven effective against 9 types of HPV, which are responsible for the majority of HPV-related diseases			
3	In clinical trials, Product Y was 99% effective against HPV types 16 and 18, which are responsible for most HPV-caused cancers			
4	HPV is responsible for more than 70% of cervical cancers			
5	One shot protects you/your daughter from cancers and diseases caused by HPV			
6	There are many types of HPV - Product Y protects you/your daughter against all of them			
7	Product Y is effective against the two types of HPV that are responsible for most HPV-caused cancers			
8	HPV may cause certain types of cancer including cervical, anal, and vaginal			
9	Product Y works to prevent HPV infection, which may cause certain cancers and diseases			
10	Nearly half of women will contract HPV in their lifetime			
11	Shield yourself/your daughter from the various cancers and diseases caused by HPV			
12	There is no treatment for HPV, so prevention is key			

Efficacy
Education
Dosing
Experience/Trust

Outscores 11-15 others
Outscores >15 others

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Our Approach

Emotional – additional context on tone and visualization



Emotional Assessment

Connect

Visualization exercises provide insight into how messages make respondents feel

Respondents select the color/figure that best demonstrates how the message makes them feel and why

Dig in deep to EACH individual message
Find out the why

HPV is the most common sexually transmitted infection

"It's a scary thought that it is so common."
"Implies danger."
"I felt a dark emotion, sadder."

"The figure is scared, which is how I feel."
"It looks upset by people passing HPV to others."

Dig in deep to EACH individual message
Find out the why

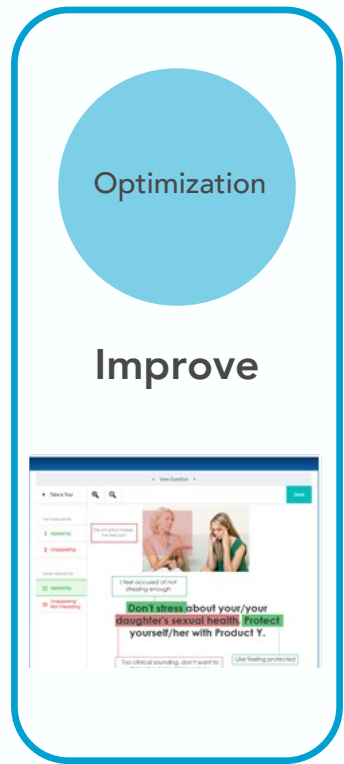
Product Y is safe and effective at protecting against HPV

"It's a happy feeling that there is something that can help prevent it."
"Bright and happy."

"It makes me happy that I am protecting my daughters."
"It makes me feel very good."
"I feel more secure and protected."

Our Approach

Optimization – prior to activation

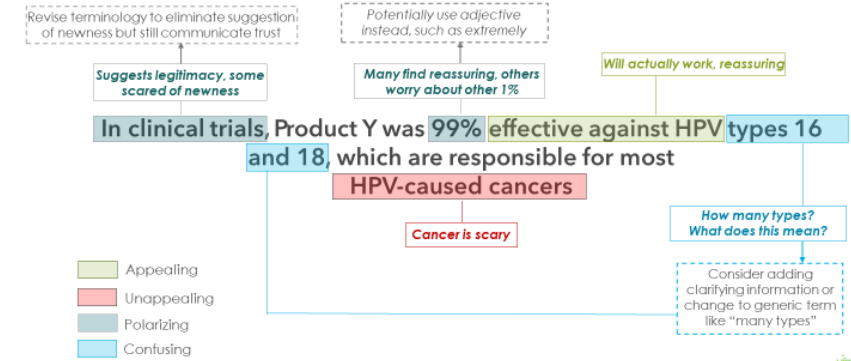


Dissect individual messages to determine what does or doesn't resonate

Allows you to uncover both strategic and tactical modifications to the messages

Isolating what is working and what isn't

Message optimization results in stronger more compelling messages



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Vet language that just doesn't work

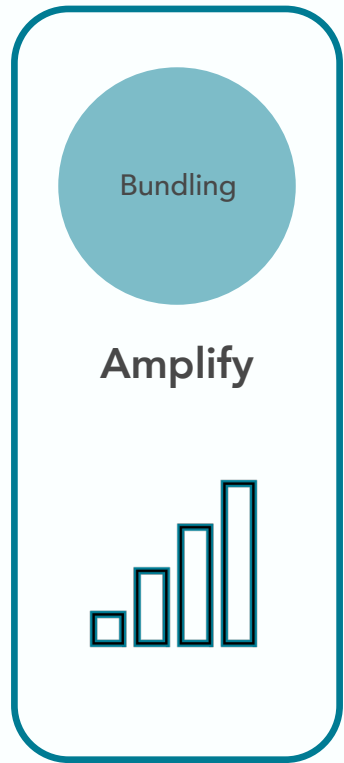
Catch word choice issues prior to campaigns



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Our Approach

Bundling – building a brand story

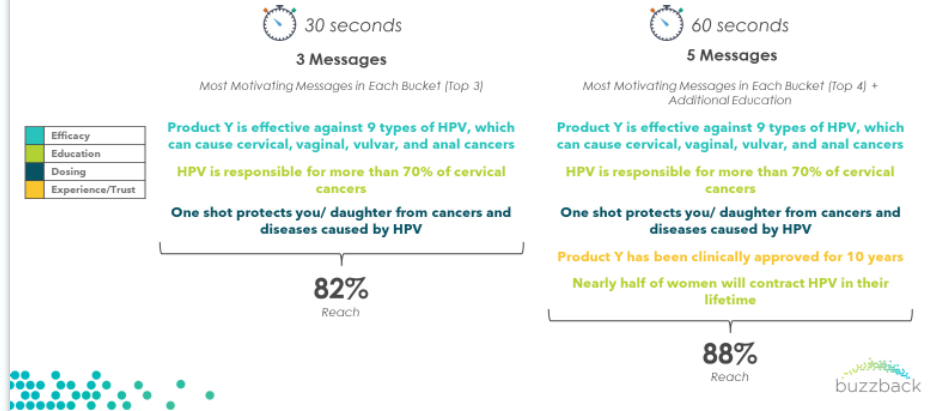


Story building exercise:
Respondents build their own story, including recommend flow of messages

Message simulator:
an Excel-based simulator enabling you to explore impact/ reach of a variety of message bundles

Bundle to Diversify & Reach Broader Audience

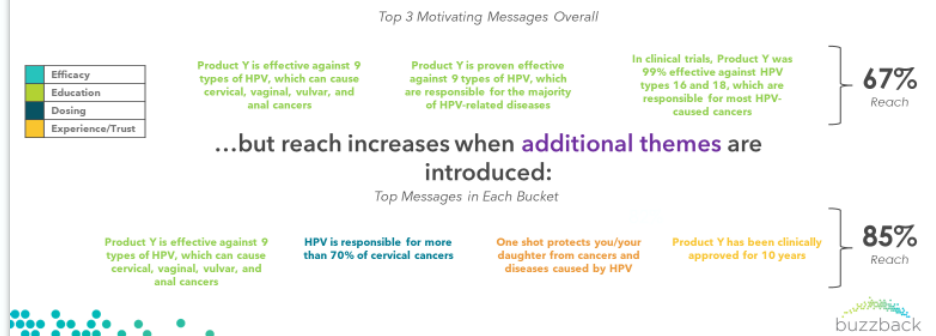
Create effective messaging bundles



Scenario Examples

Top messages across the study

When bundling messages, if **ONLY** looking at top messages, **Efficacy** messages are **must haves**...



Concept Development

Success Story



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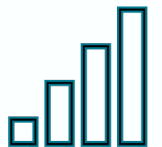
Optimization

Improve



Benchmarking

Compare



Our Approach

Rational – Foundation for concept testing, but only part of story

Rational Evaluation

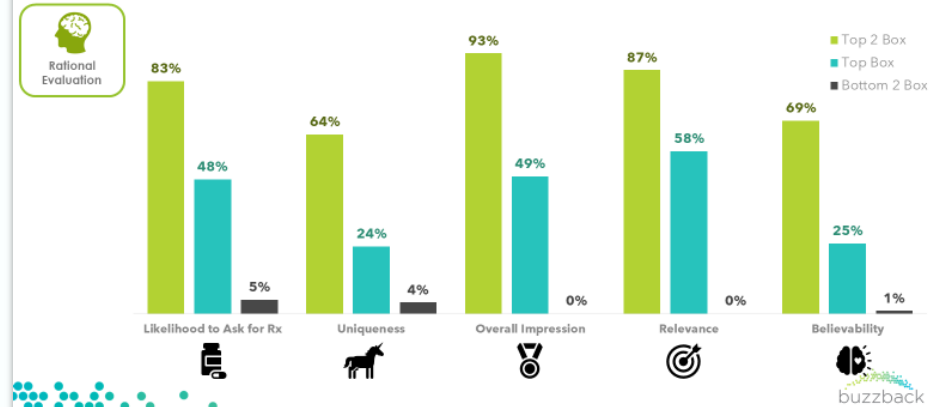
Motivate



Rational evaluation derived from key metrics and customized attributes

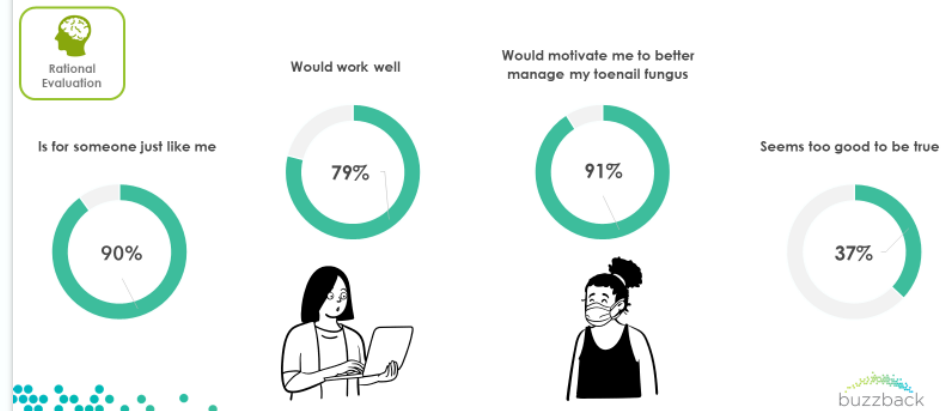
How do concepts measure up?

Key metrics are essential in concept work for grounding of in-depth feedback



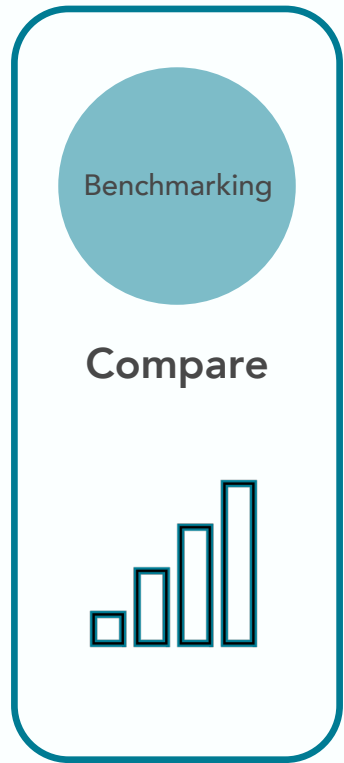
Are concepts hitting the right note?

Customized attributes reveal what respondents take away



Our Approach

Benchmarking – how does it compare



Benchmarking against current concept and competitors through using a normative database

How do concepts measure up in market?

Comparison to broader market may be helpful in final stages of decision-making



Tier 1: Motivation / Persuasion	Request Prescription	●
Tier 2: Foundational Concept Elements	Uniqueness	●

● Top 20% ● Top 40% ● Middle 20% ● Bottom 40% ● Bottom 20%



What does it mean for the bottom-line?

Go further w/ forecasting. Gauge **impact** of campaign on:



- ✓ Level of awareness for product
- ✓ Convincing patients to ask physicians for product
- ✓ Incremental patients, prescriptions, and revenue
- ✓ Return-on-investment (ROI)



Forecasting was done on a slightly different foetal lungus product, which we cannot show here due to client confidentiality.



Our Approach

Emotional – additional context on tone and visualization

Emotional Assessment

Connect



Creative techniques explore how to best connect to key stakeholders

Respondents select the figure that best demonstrates how the concept makes them feel and why

Imagery plays an important role in emotional expression



Which figure best displays how this concept makes you feel? And why?

No imagery
<50%

With imagery
>80%



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What deeper emotions do concepts evoke?

Creative techniques explore how to best **connect** to key stakeholders.



"A **happy** lady able to go have her pedicure done **without worrying** that her nails are gross...and she can wear sandals and doesn't need to worry about how her feet look!"



"Because he is **standing tall and confident**. For me knowing my nails are clear makes me feel **proud** and confident."



Happy and excited about a solution. Can do activities and have fun without worry.

Confident. No longer need to be embarrassed.

"Excited and **hopeful**! Looking forward to using it!"



Optimistic for relief from toe fungus.

"**Starting the fight** with hope and help."
"Making **progress** to get better."



Getting help and making progress.

"It was off by itself looking **unsure** and a little **confused**. I feel unsure about this medicine and **embarrassed** to think about asking for it."



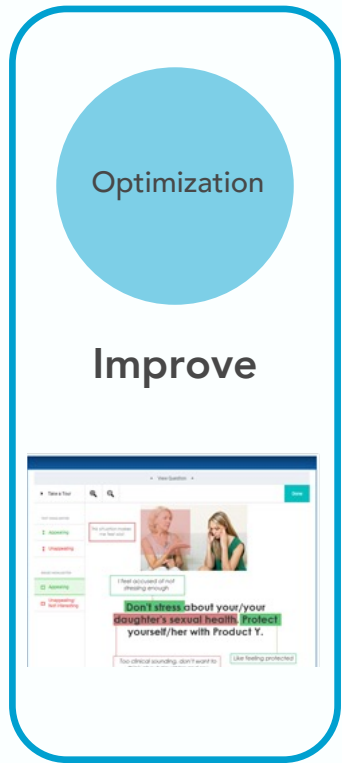
Uncertain – will it work? Nervous about discussing.

*Blobs/themes selected by at least 10% of respondents

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Our Approach

Optimization – how to improve concepts



Concept Focus allows you to uncover both strategic & tactical modifications

How can concepts be better?

Concept Focus™ - our proprietary technique - for specific refinement



What is appealing and why?

What is unappealing and why?

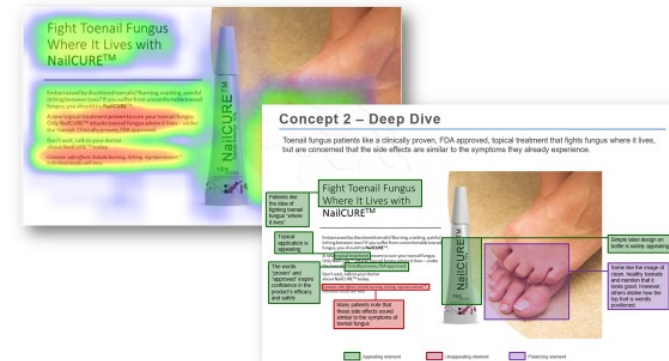
How to optimize and improve



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How can concepts be better?

Understand what works, what doesn't work, and how to improve



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Questions?

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