

Pharma company listed on Stockholm Stock Exchange

The client wanted to reach women on four different markets with a product that too many of them addressed as a highly sensitive issue. These women would not show up on focus group interviews, nor vent the experiences online.

Through Parlometric's panels and fine-grained filters we helped our client find and interview this hard-to-reach target group (women in four different countries that had given birth within the past year and had suffered from the ailments the client addressed). These women shared their experiences towards these issues, and we saw large differences between countries, which made it clear that different communication was needed on different markets.

Impact

- ✓ Which packaging- and symbol design to use on each market
- ✓ Which emotional and physical keywords to use in the communication
- ✓ What the women's needs were from a psychosocial perspective

IT AFFECTED ME...

