

## Validating and rebuilding retail assumptions for a pharma leader



A Brazilian pharmaceutical organization that manufactures an over-the-counter, fast-acting probiotic diarrhea treatment.

Our research gives our client insight into the “moment of truth” in antidiarrheal drug purchases.

### Situation

The company was facing major competition from cheaper alternatives, especially generic versions of the drug. It suspected that its marketing campaigns were also benefitting its rivals by creating shopper interest in over-the-counter antidiarrheal medicines. The organization asked us to investigate.

### Approach

The pharma manufacturer wanted to understand the “moment of truth” in the shopping experience – when a customer decides which brand to buy. Our methodology explored the behaviors of both protagonists in this event: the store sales representative and the shopper.

We went on shop-along expeditions with consumers and interviewed them face to face to get a qualitative understanding of their behavior. We also did a quantitative, web-based study to measure the drivers of their actions. Then, we initiated mystery shopping to understand the actions of the pharmacy attendants.

### Outcome

Our findings showed the client that many of its assumptions about the behavior of the shop clerks and shoppers were not accurate. This gave it insights that it could use to optimize marketing to consumers and merchandizing through the trade.

The company had quantifiable data to drive its decisions and could use it to invest in brand communications and point of sales activation.