

Mirena – From Rusty Bed Spring to Fit & Forget Contraceptive

Winner: Best Customer Insight

Executive Summary

This case study demonstrates how, using a four-staged insight approach amongst prescribers, users and non users, research was used to turnaround Mirena from slowing sales to double digit growth.

The objective of the research study was to identify exactly why the sales were slowing and how best to expand usage.

The results gave insights into real and perceived barriers for both GP's and women leading to new PR, advertising and training initiatives which re positioned the product as a mainstream contraceptive. As a result, 8 years after it's launch, growth rates for Mirena tripled from 5% in 2004 to almost 17% in 2005.

Judges' Comments

This entry demonstrated the impact that well constructed research can have on the performance of a brand.

The team had a significant challenge to understand why the sales of the brand were slowing and therefore identify a strategy to re-vitalise its growth. By addressing prescribers, users and non and - users of the brand, the insights generated lead to clear and actionable recommendations and the successful re-positioning of the brand, leading to truly impressive sales growth.