

From Leaky to Aligned – Improving Message Translation for Seroquel

Winner: Best Sales/Marketing Effectiveness Research

Executive Summary

AstraZeneca developed a new strategy to increase Seroquel's market share by changing customer perceptions of the brand. The strategy centred on a new positioning, aimed at a new segment of Schizophrenia and Bipolar Mania patients. Adelphi were commissioned to undertake a programme of ConneXion™ Sales Follow-up studies to provide feedback on the success of the new approach.

The methodology was carefully designed to gain feedback from all key stakeholders and to gain the maximum value possible from each interview. The approaches used allowed for greater depth of response than a standard DFU, thus allowing Adelphi to undertake diagnostic analysis and make recommendations on campaign improvements as well as identifying issues. The methodology also critically facilitated three-way perception matching, to identify if, where and why any message leakage occurred.

Perception matching and in-depth assessment of message recall with both Customers and the Sales Force identified a critical internal leak in message translation. AstraZeneca were able to implement internal initiatives to address the issue. Combined with adjustments to messages and other campaign refinements recommended by Adelphi, this led to a dramatic increase in recall of the key messages and ultimately to greater sales, with recorded growth of 20.3% (Aug MAT value).

Judges' Comments

This robust research programme helped to resolve a major strategy implementation challenge – and not only identified the what but the why and how to improve it.

A great example of doing the simple well, an entry presented in a compelling and impactful way showing excellent implementation which made a real difference to sales and marketing effectiveness.