

Words Matter: Uncovering the 'Why' Driving an Optimal Messaging Story

A Project Case Study



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The Challenge

Our client launched a novel treatment for a chronic disease with significant unmet need, first with an adult-only indication and then expanded to adolescents. Despite rapid uptake for adult patients, our client struggled to generate significant uptake among adolescents due to the sensitive and stigmatized nature of the disease, which created a barrier to conversations between physicians, patients and their caregivers.

Our client needed to build an unbranded and branded promotional campaign with messaging that would drive more conversations, leading to increased requests to prescribe and ultimately increased usage of their product.

Key Business Goals:

Identify resonant, motivating messaging themes and components that clearly explain the key product benefits



Identify messages which address and overcome conversation barriers between HCPs, adolescents and their caregivers and encourage and enable more open treatment discussions



Develop a foundational campaign story comprised of the most impactful unbranded and branded messages



Our Approach

BSc conducted a multi-phase research program with HCPs and caregivers. Using tailored instruments applying **behavioral science** and **advanced analytics** we identified unexpected behavioral insights as well as the optimal messaging for our client's product, enabling a more comprehensive and nuanced understanding of their target audiences.



Using DOME (Digital Online Message Evaluation) and projective techniques in the first phase, we generated emotional reactions and identified areas for message optimization. Our approach uncovered effective message elements,

a deep-dive into reasons why others were ineffective and generating evidence-based suggestions to enhance them.

We applied key learnings from the qualitative to iterate and optimize messaging for quantitative testing using a choice-based decision modeling approach (MaxDiff & TURF) and a validated non-verbal behavioral science technique (AdSAM).

These exercises enabled us to understand what would motivate HCPs and caregivers to change their behavior.



Together, these methods delivered a thorough understanding of what messages, themes and ways of storytelling about the disease and the client's product have the greatest impact on all stakeholders.



The Outcome



From the AdSAM emotional analysis we uncovered some unexpected results - ingoing attitudes of caregivers were lower than typically seen in general populations. This led to a deeper dive - leaning on insights from other disease areas – and we were able to identify a pattern in which caregivers of adolescents with other chronic diseases (e.g., T1D, Bedwetting or Hemophilia) are similarly *ambivalent*, *sullen* and *troubled*, making this group particularly challenging to convince of treatment benefits.

“It’s been a conversation we’ve had for a long time. Running the ridiculous cycle with Drs who just say you need...for all your problems to go away. – Caregiver “

We were able to guide our client with this key insight - helping them to identify messaging language which would avoid disengaging these caregivers further. Collecting ingoing attitudes prior to message exposure helped build a more holistic picture by showing our clients the *impact* as opposed to just *impression*.

We not only identified messages and language which resonated and motivated HCPs, caregivers and adolescents. More importantly, we delivered insights that equipped our client to help shift the disease area landscape towards one with less stigma and greater acceptance and use of pharmacotherapies.

With these insights, we were able to provide actionable recommendations:



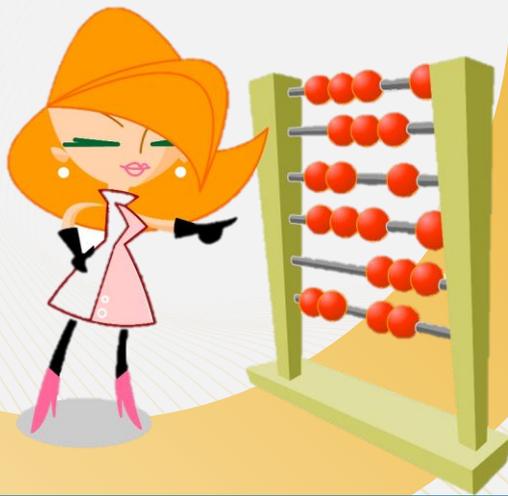
Support and encourage caregivers to act by using messaging which focus on the condition’s impact and effects on mental and emotional health of their adolescents



Motivate HCPs by using branded messaging which cites accredited association backing of the treatment and messages which emphasize the value of the HCPs role



These results helped our clients to better understand the challenges and stigma around the disease area as well as ways to communicate their product’s benefits for adolescents and their caregivers in order to increase the level of conversation and uptake.



Our client was very pleased with value of the outputs:

“It was a productive and informative session which will set us up nicely for a robust story rollout this year.”

Branding Science Group is an insights-led consultancy firm specializing in life sciences. We have helped hundreds of clients build emotionally resonant and motivating communication strategies. Our unique behavioral science focus empowers smarter, evidence-based decision making by uncovering the real drivers behind stakeholder behaviors. Reach out to see how BSc can help you and your brand.

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