



Pre-launch market-shaping communications research is a **key Beyond Blue strength**

**Key challenges** we see in communications work (and how we overcome them)

**Connectedness:** Ensuring that the core positioning is traceable back to the central customer insight.

**Confidence:** Realigning stakeholders' subjective expectations with clear evidence.

Our vision for **communications testing**

- We combine best-practice research techniques, new technologies and real-world measures to reveal the effect and implications of your communications.
- We identify opportunities for optimisation/fine tuning and leverage behaviour change models to show how to drive the desired change and overcome challenges.



We know all your internal stakeholders need to **feel heard, supported and confident** about the road ahead

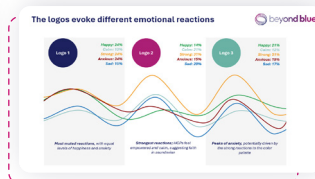


Our **five gold standard** communications testing ingredients

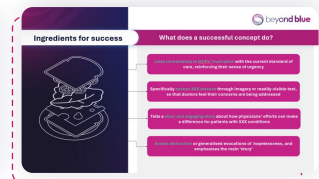


- Reminders, recaps and refreshers of your **customer truth** → Customer truth workshops, and insight safaris to ensure comms are always connected to the insight
- Ensuring you have the right KPIs → Tailored KPIs for the right behavioural shift and utilising our **benchmark database**
- Choosing the **right frameworks** for the **right behaviours** → We select from a range of behavioural science frameworks and align with the best framework suited to individual campaigns
- Measuring the impact on the human, not just the HCP or patient** → We use predictive analytics to ensure your visual concepts have impact while being easy to digest
- Assess the emotional resonance** → We engage projective techniques, layered with relevant language, emotional analysis and voice emotion

**We deliver** insights that matter, combining an objective assessment with emotional depth. We provide guidance from start to finish to engage stakeholders and align on how to take their campaigns forward.



Key concept set of 10	Benchmark	Global	US	DE	CN	JP
Relevance to disease	4.8	4.6	4.3	5.4	4.6	5.0
DSE suitability	4.9	4.7	4.7	5.4	4.4	5.0
Highlights urgency to visit	4.4	4.6	4.6	4.6	4.5	5.0
Benefactors existing beliefs	4.9	4.7	4.5	4.4	4.9	4.7
Intuitions to find out more	4.5	4.6	4.6	4.6	4.5	4.7



Get in touch to find out more



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