

## Why develop a **strategic segmentation?**

**A strategic segmentation will help ensure your launch strategy is efficient and effective. It will ensure:**

- time and resources are well spent
- a deep understanding of the target audience
- a well-structured and tailored communication plan is in place

**Segmentation will help you address important questions such as:**

- How can your brand most effectively serve this segment?
- How can your brand establish a connection with this segment?
- How can you efficiently reach this segment?

**Strategic segmentation can also help focus your launch strategy by:**

- refining your positioning
- building and shaping your communication development
- articulating patient and HCP needs

## Our approach to **fostering engagement**

### **Kick-off workshops – Why?**

- They explicitly share the purpose, vision, plan, and outputs
- They clearly set out each internal stakeholder's role in the process and communicate the value to them personally at a market level
- They identify hypotheses that could be critical to the segmentation itself
- They unearth hopes and fears

### **Addressing local facilities – Why?**

- Local affiliates are commonly laser-focused on identifying high-volume physicians to drive sales
- They need to recognise the importance of understanding the needs and attitudes of physicians and how this is not in conflict with their own goals

### **Building engagement, ownership and buy-in at local level is key – Why?**

- Investment in aligning expectations and understanding local nuances is essential by conducting kick-off workshops at a market level
- Early engagement means that all stakeholders feel a shared sense of ownership and appreciate the value to them and their market

Our strategic segmentations are based on 3 pillars:

# 1 Actionability

If it is actionable, it can maximise the ROI

A 'good' segmentation should be:

- **Distinctive** – your segments need to benefit from different strategies/messages
- **Identifiable** in the real world
- **Relevant and robust** at the time of launch



# 2 Inspiration

Segmentation needs to deliver impactful deliverables

For embedding and inspiring, segments need to:

- Feel part of one **whole**
- Come to **life** (our segment profile videos bring segments to life)
- Feel **intuitive** (completing our segment quizzes makes identifying segments feel intuitive)
- Be **accessible** at one touch (our microsites ensure all insights, strategy and plans are available at a single touch)



# 3 Ownership

Must feel wholly owned by global brand teams and local affiliates

For this to happen, we conduct two additional workshops:



**One to align and own** where we assess the different segmentation solutions on key criteria, including:

- Are the segments clear-cut and easy to allocate?
- Are they actionable?
- Are they meaningful?
- Are they large enough to be attractive?
- Are they lasting?



**One to activate and prioritise** where we seek to:

- Immerse in the segments, their attitudes and beliefs
- Explore how this segment will evolve
- Drive interest and excitement in the brand
- Shift behaviours to optimise success

From this assessment, including the entire global team, we can truly align on the priority segments and discuss together the strategy for activating them.