

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 recognize 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 maximize 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 prioritize 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 behaviors to optimize 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.