

SUCCESS STORY:

GLOBAL OTC BRAND TRACKING STUDY

As one of the top 10 players in the OTC market in the world, this company needed to develop a harmonized brand performance tracking tool that was useful from both an individual country as well from global corporate perspective.



The situation

The vision of the global marketing team at this pharmaceutical company is to build loved brands that support and empower individuals and families around the globe to manage their health. Their challenge was how to measure and report the impact of marketing activities on brand awareness, images and product usage continuously across categories and countries and how to make brand performance tracking useful from both a country and global perspective.

Data collection on brand performance was done two times a year in every single country and separately by category, using different providers and based on different target groups and data collection methods. On a global level this caused a lot of complexity and inconsistency. On a local level, the data was only available in stand-alone, offline reports, which did not allow further analysis across categories. Our client needed a convenient solution that made each individual country happy, as well as the corporate team, without quality trade-offs, at reasonable costs and within a tight schedule.



Customer challenges

- Develop a global, harmonized brand steering tool useful to both individual countries as well as to the corporate team
- Provide consistent, comparable year-on-year, brand performance data
- Provide accurate, valid and reliable data on which to base strategic decisions
- Meet the objectives of being able to monitor whether communication and marketing objectives are reaching long-term goals
- Develop a tool at a reasonable cost
- Speak “the same language” across brands and entities



SSI approach

- Developed a continuous data collection tool in more than 40 countries
- Used a harmonized questionnaire stewarded successfully across stakeholders
- Ensured consistency of data by completely meeting the quota set wave by wave
- Met quotas even in extremely difficult markets, such as Brazil and the Philippines
- Proved extremely reliable in meeting timelines set by client
- Maintained constant contact on progress and issues with both corporate & country clients



Outcome

- One harmonized brand tracking tool with consistent, high quality, year-on-year data which is broadly used for brand and strategic marketing decisions
- Significant improvement in quality and consistency of data
- Simplified engagement with one point of contact, control over questionnaire, sample sizes, sample definition, quotas and data
- Strong client relationship which is characterized by desire for high performance, motivation and trust.

“SSI was extremely creative in finding a new solution, performing at the highest level without fading.”

