

# Project: Trap

**Intensivists have by nature a very busy working life. It is not that easy to see customer. When our client, a smaller pharmaceutical player, wanted to launch their product, they were completely over shadowed by their competition. The bigger, prominent competitors entered the market much earlier and were well engaged with the target audience. We knew we had to come up with something brilliant and totally different. After consultation with the client and customers, we developed an incredible concept. The program enabled the team to communicate the brand essence in a tangible, relational way. The product gained 30% market share in less than two years. A phenomenal result by company standards.**



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