

Project: Gentle giant

The client launched a new anti-biotic to the primary and general health care segment. They used a very powerful image to communicate the product's efficacy. Sales did not follow and the launch was not successful. On investigation we found that the customers were confused and somewhat nervous about the possible side effect profile. We reviewed the literature and body of evidence before we developed a new concept for an integrated communications program. With the help of our specialist clients, we managed to communicate a more objective message and customer confidence followed. Sales and market share increased.



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