



PHARMA FOCUS

2020

A SYNDICATED PHARMACY RESEARCH STUDY

Service Purpose and Definition



CONTEXT

In 2019 V360° formed a syndicated pharmacy research solution to provide suppliers, pharmacies and service providers the Insight to unlock category and brand growth with relevant Irish pharmacy shopper research. Building on 2019 they will continue to provide this service again in 2020.



PURPOSE

Build a deeper understanding of the Irish pharmacy shopper, through a continuous syndicated research service.



DEFINITION

A research study commissioned by suppliers, retailers and relevant agencies to better understand market and shopper dynamics to guide and enhance ROI on future plans and activation.

Benefits of the Service



DEEPER INSIGHTS

Delivers a deeper understanding of what is happening along the shopper decision journey, which works well as a powerful category and marketing planning tool when combined with sales analysis.



IRISH RELEVANT INSIGHTS

Support and guide business and customer planning by building insights specific to the Irish pharmacy market.



PARTNERSHIP ENHANCEMENT

Enhance pharmacy-supplier partnerships; moving the conversation to consumers, shoppers, point of purchase triggers and future category growth etc.



CATEGORY EXPERTISE

Build expertise into pharmacy shoppers of relevant categories; helping position subscribers as the 'go-to' category experts.



PROFITABLE SHOPPER ENGAGEMENT

Continually enhance and optimise category and brands through insight-led range, layout, merchandising, communication plans and activation.



LOW COST METHOD

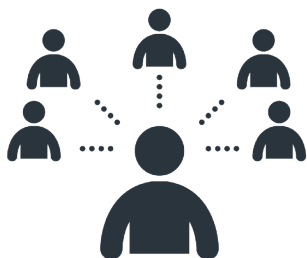
Through this syndicated research method, clients can get access to research for the pharmacy market and categories at circa 30% of a stand-alone category research.

Methodology



NATIONALLY REPRESENTATIVE

A national representative sample of pharmacy shoppers will be surveyed for 20 minutes, online.



SAMPLE

Each category included in the syndicated survey will get a minimum of $n=1000$ shoppers to ensure there is the ability to analyse perceptions and behaviours by brand level within each category. Therefore, the overall pharmacy research sample size will increase pending on how many companies and categories sign on to service; in other words, the more that join, the better the value!



QUALITY RESEARCH ASSURANCE

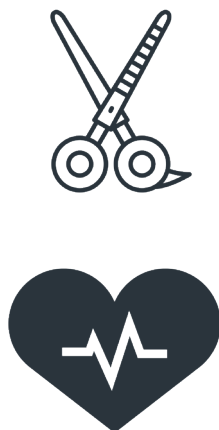
The panel/data management process for the research abides by the ICC/ESOMAR International Code of Marketing and Social Research Practice, providing end users of the service with an assurance of high quality and ethical research practice.

Note strict pharmacovigilance standards are adhered to throughout research process.

Research Investment Options

OPTION 1. OVERALL PHARMACY DYNAMICS

- Pharmacy shopping behaviours, perceptions and experiences
 - Shopper pharmacy missions and decision journey
 - Shopper needs by pharmacy type
- Pharmacy brand awareness, recognition and loyalty
 - Triggers and barriers to pharmacy choice



OPTION 2. CATEGORY DEEP DIVE

- Category specific shopping behaviours, missions and needs
- Perceptions and experiences of specific segments within categories
 - Category and brand triggers and barriers to purchase
 - Brand recognition and perceptions with the category
- 3 bespoke questions

Deliverables by Each Option

DELIVERABLES BY OPTION

Option 1. Overall Pharmacy Dynamics includes: Presentation of Pharmacy Dynamics research findings and soft copy of report.

Option 2. Category Deep Dive: Option 1 above, PLUS category and brand analysis, and debriefing session and report for the category / categories selected.

EXAMPLE OUTPUT

Pharmacy Shopper Missions: Thinking about your last visit to a pharmacy, what was your primary purpose of that visit?



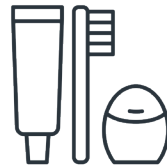
52%

Fill prescription



15%

non-prescription
medicines



14%

Toiletries/
Cosmetics



5%

Vitamins/
minerals
supplements



5%

Other Healthcare
Purchases



3%

Other Health
Advice



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