

Brand Perception Assessment



Pharma Company trying to gain an understanding of its brand perception in comparison to three other Companies



Client Challenge

- ❓ Do decision makers like our brand?
- ❓ Are we rendering enough Hospital visits?

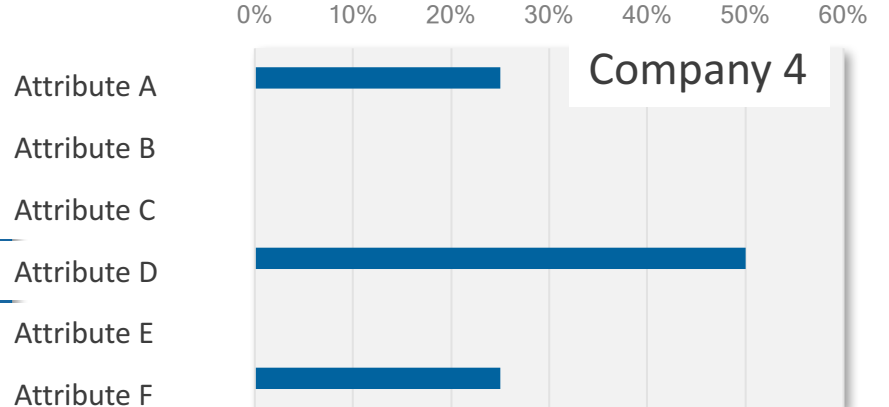
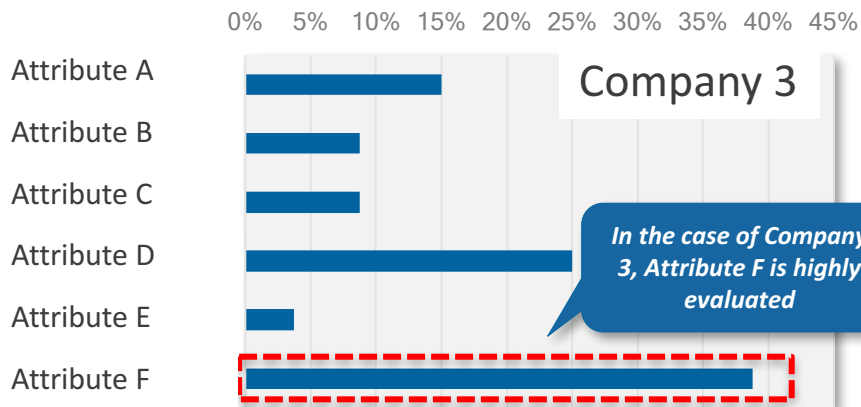
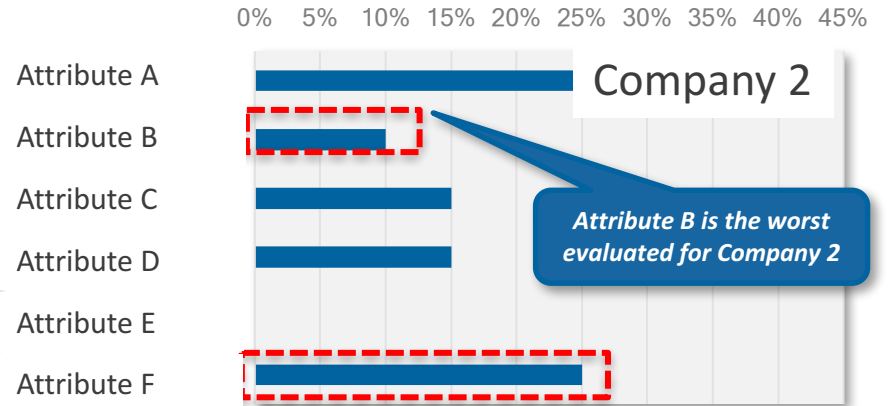
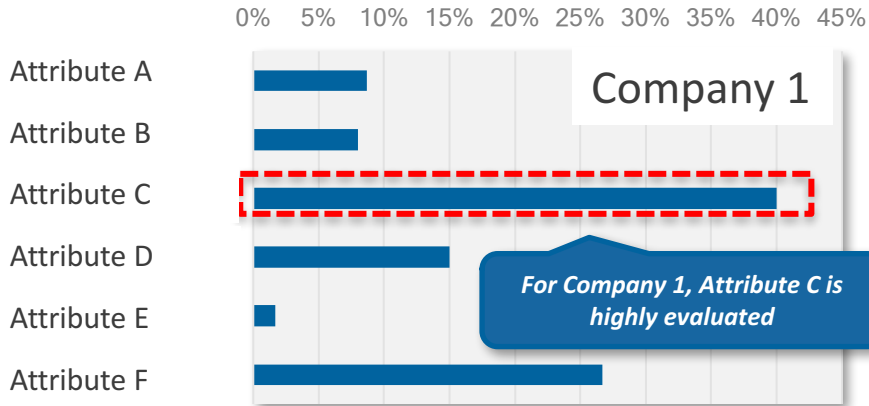


iIS Solution

- ➔ Develop an online Survey (**iIS SurveySM**) and sent it to 100 decision-makers from top Spanish Hospitals
 - ✔ Hospital Managers: Hospital Gregorio Marañón, Hospital de Santiago, Hospital Virgen del Rocío, Hospital 12 de Octubre, Hospital de Bellvitge...
 - ✔ Pharmacy Managers: Hospital Politécnico La Fe, Hospital Vall d'Hebrón, Hospital de Donostia, Hospital Virgen de las Nieves, Hospital La Paz...
- ➔ Perform a quantitative analysis of the results and shared insights with the client

ILLUSTRATIVE non EXHAUSTIVE

Pharma Company trying to gain an understanding of its brand perception in comparison to five other Companies



ILLUSTRATIVE non EXHAUSTIVE