

CASE STUDY 14

“AN ADVERT TEST AMONG GPs, SENIOR GRADE SPECIALISTS AND PRACTICE NURSES”

Research Objectives

AstraZeneca wished to research the effectiveness of an advertising campaign among GPs, senior grade specialists and practice nurses. The need to gather responses from the unprompted and prompted recall of pharmaceutical product advertisements was vital, as was the need to qualitatively research two current adverts.

Methodology

The study was undertaken using Medix' nationally representative panel of GPs, hospital specialists and nurses. Following the first part of the questionnaire that received unprompted and prompted recall of adverts, the respondents were shown two adverts and following each advert asked a number of questions covering recall of the image, message evaluation and word association. The adverts were presented in random order.

Results & Conclusions

A total sample of 200 GPs, 50 senior grade specialists and 50 practice nurses was collected over 7 days. Results were presented in tabulated format and free-text responses were analysed and presented in summary tables. Several questions were cross-tabulated with previous and relevant responses. The results assisted AstraZeneca in measuring the effectiveness of an advertising campaign.

Richard Wright, Brand Manager, AstraZeneca

“Medix' access to a wide range of healthcare groups was excellent for this research; including GPs, senior grade Chest Medicine specialists and practice nurses. After receiving helpful advice on the questionnaire design the advert test was agreed and Medix immediately went to field. The turnaround speed was very good; however it was the quality of results that was so impressive. In addition to quantitative responses, respondents also provided detailed attitudinal responses to open questions, which added a qualitative element to a study among large numbers. Overall, a first-class service from start to finish.”