CASE STUDY 6

"ORAL CONTRACEPTIVE AWARENESS"

Objectives

A PR agency on behalf of a pharmaceutical client wished to run a study of oral contraceptive users. The study was specifically targeted at two age groupings to investigate the factors leading to switching tendencies and the importance placed on each of these factors.

Methodology

The study was conducted online using Medix's patient panel. Initially 501 respondents participated within the study over a 5 day period. Owing to a sample favouring users 20 to 25 years of age Medix was asked to investigate further 16 to 19 year olds. The secondary study took only 22 hours to complete. The secondary study enabled our client to better appraise the differences between the two age groupings leading to a better targeted approach.

Results

The importance of statistically valid data for use in Public Relations is key when increasing awareness and educating the public. Also, when compiling a pitch to prospective clients it is essential to know that you are heading down the correct path.

Client quote: Julia Cross Chandler Chicco
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