

BRANDSCAN®



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Monitor the perception & recommendation of your skin brands/products



BRANDSCAN® is an essential asset for pharmaceutical & cosmetics companies as it monitors the perception & recommendation of your skin brands/products for:

- A greater **customer loyalty**
- A better **customer relationship**
- A brand with **more specific products**
- A better **price offer**



BRANDSCAN® Key Characteristics

1. A flexible tool with 6 modules among 4 potential targets

- Cf. next slide

2. A robust methodology

- Templates of questions already available
- Methodology used for several skin care products

3. Results delivered rapidly to allow you to take actions quickly

- Online data in real time for key questions (Chrono® module)
- Straightforward & user-friendly report

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6 modules among 4 potential targets: physicians, pharmacists, patients and OTC buyers



Awareness

- ✓ Number of clients aware of your products
- ✓ Information about what clients know about your products
- ✓ Sources of information

Familiarity

- ✓ Number of clients who have ever used your products
- ✓ Number of clients who have stopped using your products

Personality

- ✓ Character traits of your products and vs. competitors
- ✓ Positive and negative emotions conveyed by your products vs. competitors products

Perception

- ✓ Identification of recommendation drivers and barriers
- ✓ Perception from your clients of your products and competitors' products
- ✓ Level of satisfaction with your products and competitors' products

Preference

- ✓ Number of clients considering your products as their favorite products (same for competitors)
- ✓ Profiles of the patients/ consumers buying your products

Usage

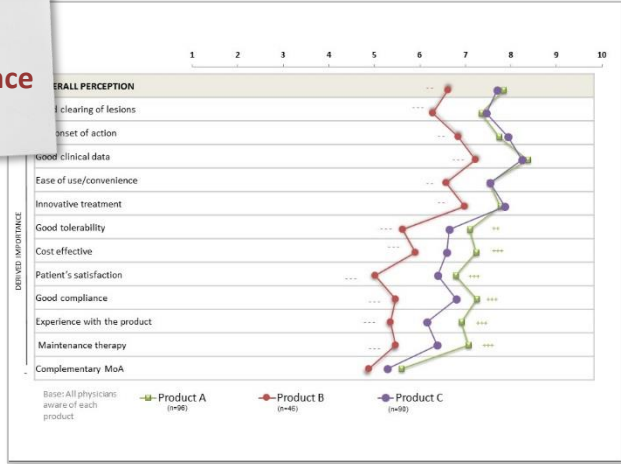
- ✓ Market share for your products and competitors ones
- ✓ Circumstances of recommendation for your products
- ✓ Willingness to recommend and/or buy your products in the future

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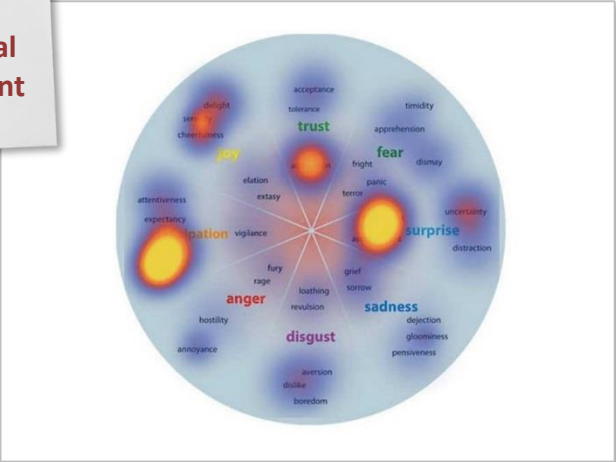
Examples of deliverables



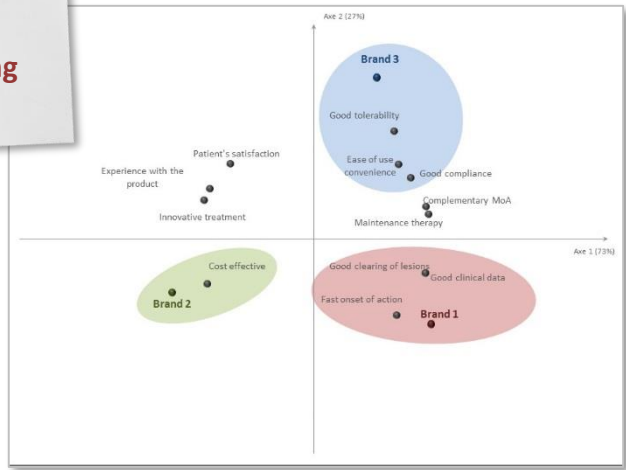
Brand performance



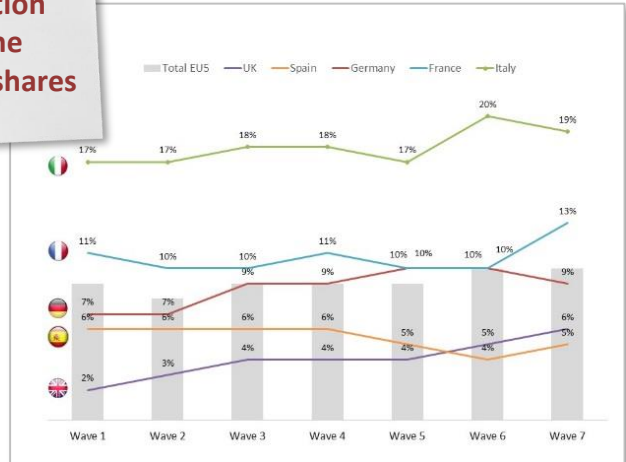
Emotional assessment



Brand mapping



Evolution of the market shares



RELY ON OUR EXPERTISE.

THE NEXT TIME YOU WISH
TO KNOW WHAT HEALTHCARE
PRACTITIONERS AND PATIENTS
THINK AND WHY

JUST ASK US.



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