

COMSCAN®



COMSCAN®

Assess & identify the best communication for your skin care products



COMSCAN® can be used for any communication material (advertising, logo, packaging, detail aid...) to assess, identify and optimize the best communication for your skin care products (Rx and OTC products) in terms of:

- **short-term power** (building awareness, conveying new information, enhancing credibility, driving purchase/Rx intention...)
- and **long-term power** (conveying brand image, attaching emotional values to the brand, building positive reputation...)

Will the target audience notice the ad?

Is the brand name clearly communicated?

Is this ad shareable?

How does the ad compare with others?

What effect does the ad have on prescribers/ consumers' feelings towards the brand?

What potential changes can be made to improve the impact of the ad?

Will the ad have an effect on prescription/ purchase intent?

COMSCAN® Key Characteristics

1. A '4 modules' approach

- Cf. next slide

2. A robust methodology

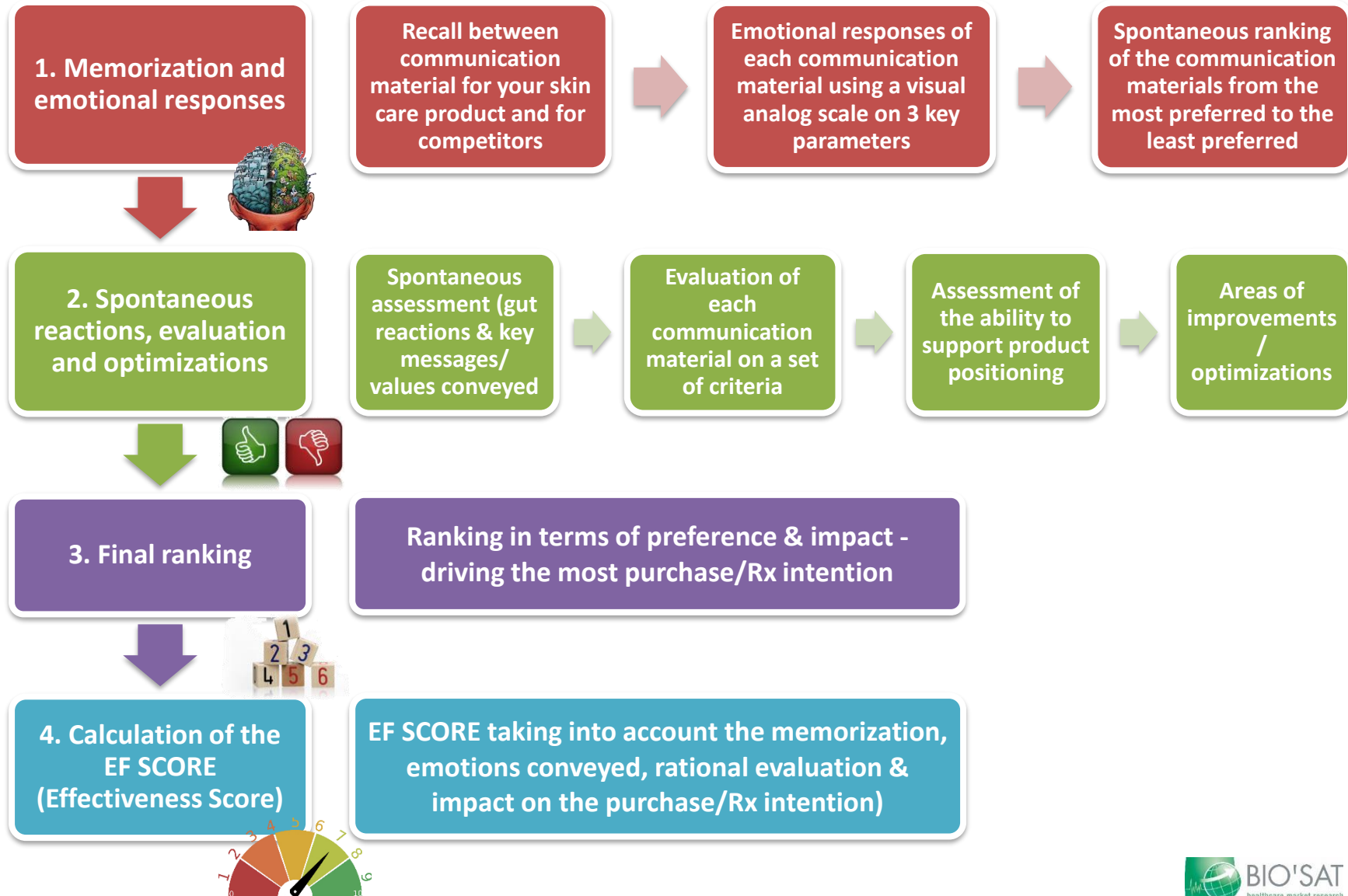
- Templates of questions already available
- Methodology used for several skin care products
- Comparison with benchmark

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

COMSCAN®

A '4 modules' approach



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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