

Focus group



Baseline situation

The American agency **FutureBrand** (the McCann-Erickson WorldGroup's branding agency) was conducting an international qualitative market research project for Bausch & Lomb as part of Bausch & Lomb's plans to develop a global **campaign to expand the contact lens market**. The healthcare agency **Torre Lazur-McCann, Munich**, asked **IMIG** to survey eyeglass wearers, contact lens wearers, optometrists and independent ophthalmologists in Germany as part of the international project.

The objective

The aim of the survey was to determine how well known the Bausch & Lomb brand was among eyeglass wearers, contact lens wearers and eye care specialists and how to best develop these target groups' relationships to the Bausch & Lomb brand. In addition, the study was to identify fundamental functional and emotional **consumer needs and wants** with respect to vision care companies. A further objective was to find a way to better establish the Bausch & Lomb brand in the minds and feelings of consumers and to find out what development trends consumers expected of Bausch & Lomb products.

The method

This international survey was conducted using a total of **six focus groups** in Germany with eight to ten participants each. Four of the focus groups were consumers (male and female contact lens wearers as well as male and female eyeglass wearers, all ages 14 - 49) and two were healthcare professionals (one group was ophthalmologists and one was optometrists).

The surveys were conducted using **FutureBrand's "Brand Archeology" method**, a technique that allows researchers access to the images, ideas, feelings, associations and facts connected with a brand. Many of these are often subconscious, especially among consumers. These perceptions, which are sometimes deeply hidden and difficult to put into words, often elude traditional market research techniques and target group analyses. In these focus groups, an **IMIG moderator led the group through individual exercises** aimed at evaluating the participants' attitudes toward the Bausch & Lomb brand and/or contact lenses in general within the context of the competing brands.

Evaluation

The evaluation of the study was based on a structure defined by Future Brand / USA, which ensured that the results from different countries around the world could be directly compared. Special emphasis was placed on determining the **meaning and personality of the Bausch & Lomb brand** as expressed by participants through images and/or collages.

The results

The evaluation of the qualitative market research study produced concrete results with respect to **brand awareness, the company's strengths and weaknesses, and the current competitive situation**. FutureBrand used these results together with the results from other countries as a basis for developing the marketing campaign.

We would like to thank Torre Lazur-McCann for the cooperation in this project and for granting us permission to describe the Bausch & Lomb – FutureBrand brand archeology project on our website as an example of our focus groups projects.

IMIG

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