

# Workshop-style testing of ads and detailing materials (two-stage test method)



## The product

According to its manufacturer, Zoloft® is a quick and effective, state-of-the-art antidepressant with minimal sedative effects. Zoloft® differs from other antidepressants because patients experience only minimal impairment. Zoloft® was to be repositioned with a large-scale marketing concept.

## The test methods

### Stage 1: ad test

IMIG's first job was to test three different drafts of advertisements for Zoloft® among primary care physicians (general practitioners and internists) and neurologists. The best suited advertising motif for a print campaign was selected based on a qualitative survey of thirty primary care physicians (PCPs) and thirty neurologists. Detailed interviews helped test the acceptance, emotional response and recognition value of the three motifs.

### The result

Physicians found the portrait of mountaineer Reinhold Messner with a mountain in the background to be the most meaningful and attention-getting. The motif was later used as the title page for the Zoloft® detailing materials given to physicians.

### Stage 2: test of detailing materials

The next step was a two-day testing period in which various informational components (pages of the detailing materials) for Zoloft® were tested among PCPs, independent neurologists, and hospital physicians (neurologists and psychiatrists). The aim was to test the structure of the detailing materials, how well the materials were received and how suitable they were as the basis of a pharmaceutical rep's visit with physicians. After physicians completed informational visits about the project with pharmaceutical reps, IMIG conducted detailed interviews with the individual physicians about the various materials used. Over the course of the event, the individual elements were varied and recompiled or modified based on the results achieved thus far. In two concluding focus groups, the participating physicians (PCPs and neurologists) were once again given an opportunity to offer their own opinions about each of the pages in the detailing materials. With the physicians' consent, the Zoloft® product team was able to follow the interviews and discussions live via closed-circuit television in an adjacent room.

### The results

A closing discussion among the Zoloft® team, the participating pharmaceutical reps and the IMIG team provided an opportunity to summarize initial impressions and results and prepare for their implementation. The results of the test of detailing materials revealed how the individual pages should be revised and where tighter graphic design would be useful.

We would like to thank the market research division of Pfizer for the cooperation in this project and her kind permission to present both of the Zoloft® projects here in this form.

## IMIG