



ATU STUDY

HYPERTENSION PORTFOLIO ATU STUDY

OBJECTIVE



The brands interact on with different stakeholders that needed to be evaluated through **assessing market components** which are consumers, products and services, communications and visual identity, in addition to culture and behavior aspects, to enable our client to identify our brand relationship with these stakeholders and how best to position each brand in their portfolio.

METHODOLOGY



Quantitative technique utilizing face-to-face interviews were conducted with **primary HCPs and secondary HCPs** at their private work place, covering different regions in Egypt, assessing four brands in portfolio and their competitors effectively.

RESULTS



Our client was able to asses each attribute; **markets and consumers** through market segmentation and classification. **Products and services** through brand awareness and usage, and brand performance in different attributes (driver analysis). **Communication and visual identity** through frequency of sales force visits and performance evaluation. Lastly, **culture and behavior** through brand of choice per patient profile and per line therapy and barriers hindering prescription, besides, future intention prescription behavior.