

Case study | Medtech

# International product positioning study

## 01

### Challenge

Determine the current and potential positioning of various cardiac rhythm management (CRM) brands, and evaluate the viability of a dual-brand strategy.

**The client was seeking to:**

- Identify drivers of brand selection by physicians
- Determine competitive positioning and perceptions across brands
- Establish current brand image of the client's offering in selected developed markets (France and Germany) and emerging markets (China and India)
- Understand pricing and payment challenges that may impact brand selection

## 02

### Solution



#### Approach

- Secondary research to evaluate general healthcare infrastructure and reimbursement dynamics in each country
- Conducted 65 in-depth interviews with cardiologists in the selected markets to evaluate product portfolios, underlying brand selection, and purchasing dynamics



#### Key findings

- Brand selection criteria differs between markets, although some features are important across all physicians
- Brand perceptions and competitive positioning are quite similar across markets; however, brand acceptance does vary by product type
- Substantial investment in product support and marketing would be required to fuel a dual-brand strategy

## 03

### Outcome



#### Recommendation

Client should continue to offer both 'premium' and 'value' products but market the entire portfolio under a single brand

# 65

interviews conducted with cardiologists in the selected markets.

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