

# Marketing – positioning and communication strategy



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The decision-making process (DUMP) for Metallic, Cambridge Sciences Pharmaceuticals' (SSP) new weight-loss drug involves several people. The product end-user is the main subject of the decision-making process, but other external parties interject at different stages, influencing the consumer's ultimate decision. Below is the flow Meatball's consumers would go through as part of their shopping behaviors. STAGE 1 : NEED RECOGNITION & PROBLEM AWARENESS A recognition occurs that consumers are unhappy with their current body Image, their weight or their unhealthy lifestyle.

This can come from consumers' existing, continuous dissatisfaction In terms of their weight physical appearance. It can also be triggered by external media sources such as TV, outdoor, Radio or Magazine advertisements whereby a variety different visuals, articles, messages can lead to consumer awareness that there is a problem, and a need, that must be satisfied. At this point, both the consumer and the respective media agents are involved in p recess.

STAGE 2: INFORMATION SEARCH In order to find a means to solve their problem and satisfy their ' recognized' need, consumers engage In the search for a solution through Information collection. Given the high-involvement with Metrical, with Its direct Impact on consumers' health and gig possible personal risk, consumers will consult various sources of Information to ensure they have as much information they can get in order to properly evaluate or public resources such as TV, magazines or the Internet provide a large amount of information for the consumer in the decision making process.

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Notably, however, for Metrical consumers in the information search process, healthcare professionals such as medical doctors, pharmacists or nutritionists may be the most significant source of information during this process as the information they have is of expert level and holds a different level of credibility and legitimacy. STAGE 3: EVALUATION OF ALTERNATIVES

Once enough information and insight about the diet pills market and the various possibilities offered has been gathered, the consumers will look into the different brands available within the same market in order to evaluate the available choices.

Based on top-of-mind awareness, involving brands or names already present in the consumer's knowledge-base, such as All or Conical, to new brands which may be learned about during the information search stage, consumers begin evaluating. Depending on whether a product is a high or low-involvement purchase, the evaluation process will take longer, as thorough analysis is carried out. Consumers will see Metrical – as any other diet pill – will associate as a drug associated with numerous perceived risks, and therefore the level of involvement at this stage by consumers would be high.

Advice may be sought from various reference groups, including the primary and secondary groups, who are made up of one's parents, spouse, relatives, as these are the closest connections to the consumer and will advise honest feedback and will help the evaluation process for potential users. Feedback from peer groups comprised of friends and colleagues that may have already experimented with a diet pill or shared a related experience may help further help consumers in the final evaluation.

STAGE 4: PURCHASE Following the Evaluation of Alternatives stage, if / when the consumers are convinced of the information attained and advice provided about Metrical and its benefits, attributes and possible risks, they will make the choice of whether or not to proceed with the Metrical weight-loss program, and promise. STAGE 5: POST-PURCHASE EVALUATION It is common for customers to feel a sense of doubt about or question the purchase at this stage.

Knowing whether they made the right decision to buy and try Metrical, and therefore engage in losing weight by taking a pill will, instead of embarking on customary long-term dieting and vigorous exercising Journey, become evident at the post-purchase stage. Until they start the weight-loss program and achieve the end- results without experiencing dramatic or serious health problems on the way or as a made the right choice to engage in this method of weight-loss, and whether they picked the right product or brand.

This decision-making process for Metrical demonstrates the recognizing, gathering, assessing, processing and re-evaluating of information that consumers of the respective product must carry out in order for them to make an informed decision and satisfy the recognized need. Q: HOW SHOULD PRINT THINK ABOUT THE SEGMENTATION OF POTENTIAL METRICAL CONSUMERS? WHO IS THE OPTIMAL TARGET CONSUMER? Market segmentation involves the categorization or ‘segmentation’ of a market into established groups, usually based on a set of common or similar characteristics.

In order for Print to successfully reach and communicate to her audience through the Marketing Communication Strategy, she would need to clearly identify who she is speaking to first. The respective Case Study provides some useful research data that helps determine Meatball's target market:

**END-USER MARKET SEGMENTATION** Meatball's market segment consists of overweight adults in the United States who have a Body Mass Indicator (BMI) that falls between 25 and 30.

Meatball's 'optimal' target market falls within this differentiated market segment that focuses on the "overweight" 25-30 BMI market specifically, as opposed to targeting all individuals who are struggling with weight issues, namely the obese and severely obese segments. Meatball's chemical composition has demonstrated unfavorable results for the obese (30-40 BMI) and severely obese (2 40) segments, whereby the weight loss was quite minimal. Consequently, these two segments are excluded from Meatball's segmentation.

According to market research, the overweight category itself contributes to 34% of the adult population in the US in 2000, a substantial market to focus on. Additionally, 70% of the respondents to a 2007 Marketing Survey said they were dissatisfied with their current body image and weight – of which the overweight represents about half – making the respective segment accessible and open to new solutions, preferably safe and effective, regarding weight loss.

**HEALTHCARE PROVIDERS (MEDICAL PROFESSIONALS) MARKET SEGMENTATION** In addition to the overweight adults that make up an important part of Meatball's market segmentation, the Medical Healthcare Providers also play a significant role in the success of Metrical among users.

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Their medical background, as well-informed professionals, will contribute to the viral communication of Meatball's benefits. This Healthcare segment includes Medical Doctors have the required expertise, and unspent credibility, to study and assess Meatball's attributes and promote its use to consumers, making them a key fraction of the segment.

Other professionals Nutritionists, Dietitians, Pharmacists and Gym instructors. With the right information, these professional individuals will serve as support systems for the overweight segment during their Journey to a healthier, happier life by teaching them healthy eating habits, encouraging regular exercise habits, and in general, providing additional consultation if needed, and therefore make up a considerable part of the Medical Healthcare market segment.

**OPTIMAL TARGET MARKET** The objective behind identifying a core or 'optimal' target market is to direct efforts of communications toward the 'best' market. It is to ensure that the message conveying the product promise will reach the desired audience, and that the needs of that particular target audience will be met by the respective product promise.

Given the large selection of weight-loss alternatives in the market, Metrical needs to penetrate the respective market with a strong, unique selling point versus the competitors, both the direct (All', Conical) and indirect (herbal medications, food placement), in order create an impact and convince consumer purchase behavior stand out in consumers' eyes. The diet pill weight-loss market has been infested with a variety deceitful and dishonest products that target fast and seemingly easy weight-loss solutions.

Consumers of this market hold a highly skeptic view of the products that claim endless promises of fast, easy, effective solutions for weight-loss. Meatball's advantages and points of differentiation over other diet pills in the market are identified below, which ultimately set the basis for its positioning strategy s a safe and effective weight-loss solution for overweight individuals with a IBM ranging between 25-30. The first and rather unique attribute of Metrical is that it is the first FDA-approved \_prescription\_ drug that caters particularly to the \_overweight\_ segment of the population (individuals with a IBM ranging between 25-30).

There are no other drugs with FDA approval in the market that are prescribed by Medical professionals to patients for weight-loss purposes, positioning Metrical as a safe, trustworthy provides assurance to consumers that the composition of Metrical is not dangerous, ND its usage will not result in major side effects that have previously been noticed among drugs such as All or Conical, or among other herbal or dietary supplements. Metrical is composed of a compound called Calories, which aids appetite inhibition, and Meditation, a mediating agent that both blocks fat and absorbs calories from food substances.

This unique combination of Calories and Meditation results in dramatic weight loss without putting pressure on the heart and / or liver; two body organs that are often the first to be affected by drastic, unhealthy drops in body weight. While Metrical promises a safe diet pill alternative for weight loss, side effects relating to uneasiness in the gastrointestinal area may result following the consumption of high fat, high calorie foods, although

they are far fewer than the side effects resulting from the use of competing diet pill brands.

Consumers engaging in healthy eating habits in parallel to the weight-loss program will evade such discomforts, and will be able to experience the positive side of healthy dieting and better living. The second and equally important point of differentiation for Metrical is that results are achievable in just 12 weeks. The unique combination of the Calories and Meditation compounds allows for such fast results, while regulating the consequent effect on vital body organs.

The target audience that makes up overweight individuals will witness significant drops in their weight over a relatively short period of time, positioning Metrical as an effective weight-loss alternative. This shows that positive results may be quick to achieve without engaging in fad, drastic, unhealthy dieting. \* Because Metrical represents safe and effective weight-loss, it supports the implementation of a healthy diet and encourages regular exercise, thereby allowing seers to reach their goals and ideal weights, and ultimately a happier life, within an acceptable and attainable time frame.

Q: GIVEN THE POSITIONING STRATEGY YOU CHOSE, WHAT WOULD BE YOUR COMMUNICATIONS STRATEGY TO EACH OF YOUR TARGET AUDIENCES? WOULD YOU CHANGE THE MARKETING BUDGET OR THE MIMIC MIX? IF SO, HOW? WHAT WOULD THE TIMELINE FOR YOUR COMMUNICATIONS PLAN LOOK LIKE? By studying the diet pills and weight-loss market, by identifying the related target audiences, and by analyzing the existing brands and



products of the market, Meatball's positioning is established based on its distinct attributes, differentiating it versus the competition.

The object is to build top-of-mind awareness in consumers' minds that Metrical is the safe and effective weight-loss solution for overweight individuals with a BMI ranging between 25-30. It promises results in just 12 weeks without causing major risks on the heart and liver, and with far fewer side effects on the gastrointestinal system than witnessed by competitor products. This was accomplished through the breakthrough research conducted by Cusp's team involving effective results. Due to this composition, Metrical obtained FDA-approval, making it the first and only prescription drug to have the approval.

The support program that is offered in parallel to the dieting serves as further support to the consumer, showing Cusp's dedication to educating consumers about healthy habits and to the ultimate cause of helping adult men and women in the United States battle obesity. Meatball's communications strategy is directed both to the product end-users and the medical professional community as their expert advice and input are vital to building awareness and credibility of the brand promise in the consumers' minds.

The Integrated Marketing Mix provided by Print clearly includes a comprehensive 60 degree campaign whereby all the elements that are needed to support such a strategic brand are included. All the phases of the launch have been accounted for, from consumer research prior to launching in order to assess consumers' needs from the TTL / BTL communications, the

support program, the professional medical community and its marketing mix to post-launch sales and research.

However, a recommended modification to Tools & Activities section of the communications strategies of the end-users would be to include Digital Branding and Social Media. In this day and age, the Internet upended the way consumer engage with brands. While consumers still demand that their brands deliver on their promise and offer value, the way communications are directed to consumers has evolved significantly. Meatball's MIMIC should recognize this change and ensure to implement it into its communication platform.

Social networks such as Backbone should be utilized, whereby groups for information sharing and providing support can be created. A spokesperson can be made available on Twitter in order to carry out continuous discussions about Metrical, its benefits and attributes, and respond to questions, concerns or comments that arise over the months, particularly during the first 6 months of its launch to monitor performance and what type of feedback Metrical is generating. A very important point of using this digital medium to communicate is that users of all products, services, brands, etc. share their experiences online. Blogs, forums, discussion groups all allow a network of a multitude users to talk about everything and anything. It is at this point that a lot of opinions are formed, and things are taken into consideration, as other users are seen as just other ordinary consumers, so they can relate to each other, and hence, influence behavior. Additionally, while Printer's initial consideration of a celebrity endorsement was shied away by management, introducing Metrical on a TV show revolving solely

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around medical topics, such as “ Doctors” will generate great awareness for it.

If the show holds a credible stand in consumers’ eyes, and holds good rankings in the media, it would be a different but useful way of introducing Metrical to the public, answering any possible questions or concerns by the audience immediately, from the beginning, to start the brand off with a positive, reputable image. Old be to allocate additional funds to the Pull (ETC) Advertising budget in order to account for Digital Advertising and Social Networking and for being present on the “ Doctors” TV show. The reallocation may be done by possibly shifting funds from the Lunch & Learn seminars / Other promos.

While this activity may serve as a part of the educating process of Metrical to the healthcare providers, ultimately, the focus must be directed towards consumers, and where they can best be reached. The timeline to implement the marketing communication would remain as is. The one-year time dedicated to the plan is relevant and logical. The promotion and public relation activations should be carried out as soon as Metrical is ready for launch, as the medical community, including but not limited to the medical doctors, nutritionist, dietitians, in order to ensure they are well-equipped with all the information about Metrical as needed.

Upon consultations with consumers, their expertise and conviction behind the brand should be at top level, in order to convey Meatball’s brand promise and message accordingly. COMMUNICATION STRATEGY: END-USERS.

OBJECTIVES Create and establish awareness in consumers’ / end-users’

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minds behind the Metrical brand offering in terms of its benefits and attributes; it is the 1st prescription drug targeting weight-loss for overweight individuals to receive FDA approval. Position Metrical as a safe and effective weight-loss drug.

**AUDIENCE** The communication will be targeted towards the established optimal target market: overweight adults with IBM ranging between 25-30.

**KEY MESSAGES** 1st prescription to receive FDA approval. Safe and effective weight loss program for overweight individuals (IBM 25 – 30). A 24-month support program will be executed in parallel to the 12-week program to offer support in terms of: Reference materials: medical publications, Journals

Ronald of the American Medical Association. (to be available online).

Personal support: community forums, group meetings to discuss feelings and get support from others sharing the same experience.

Meal plans: menu planner, grocery lists, recipes for healthier eating. Exercise plans: weight training, cardiac routines, etc. IBM calculation – to help consumers determine if they are eligible for product use. **TOOLS &**

**ACTIVITIES** Above-the-Line (TTL), Outdoor, Print, Radio media to be used to convey Meatball’s key messages. Celebrity endorsement – introduce Metrical on the “ Doctors” TV show revolving solely around medical topics to generate awareness and create interest and hype behind the brand. Online activations – social networking (Backbone, Twitter) to be used to generate awareness, engage consumers, gain insight.

Backbone advertising. Group creation to engage users, share information / experiences and create interest through discussions involving professionals

from the medical community. Point-of-sale materials (POSS.) such as leaflets, flyers containing all relevant information about Metrical for consumers – to be omnipresent across consumer read channels – pharmacies, medical centers, gyms, supermarket (pharmaceuticals section, to create awareness and encourage consumers to ask their medical healthcare providers about Metrical.

Implementation of Total Commonality: the same message will be communicated across all materials in order to build an association between the consumers and the brand. The objective of this is to ensure contact with visuals, branding, etc. Will lead to repeated ‘ brand recall’ between weight-loss, dieting, diet pills and Metrical, associating it as the ultimate safe and effective solution. **TIMELINE** The communication timeline should be maintained over the course of the full year skimpier-clothing weather, often reignites the awareness and realization of low self- esteem about body weight and image.

At this point, both the consumers and medical healthcare providers should be reached for the initial phase of awareness creation and information development behind Metrical. **COMMUNICATION STRATEGY: HEALTHCARE PROVIDERS.** The communication will be targeted towards the healthcare providers and related professionals. These include medical doctors, nutritionists, pharmacists, dietitians and even gym instructors. Obesity is the 2nd leading cause of preventable death among adults – an issue that must not be neglected.

Metrical is comprised of Calories (appetite-inhibiting) and Melatonin (fat-blocking) compounds that, when combined, allow for rapid but safe weight-loss results by preventing stress on the heart and liver. Metrical provides fast results, allow for significant but healthy weight-loss to be observed after Just 12 weeks. Metrical results in far fewer side effects in the gastrointestinal area vs.. Competitors, and those side effects occur only upon consumption of foods high in fat and calories.

Holding Medical Conferences / Seminars: to present, talk about and generate awareness behind the brand, its benefits and attributes. Media to be invited / present. Participating in Medical Conventions to get Meatball's message of its benefits and attributes out in the community, and generate positive word-of-mouth. Medical publications, Journals Ronald of the American Medical Association. Press Kits Press releases CD entailing background of SSP & Metrical Product benefits and attributes. Following launch date. Strategic periods such as spring, the season before hot, beach,