

Weight loss and ideal target market



**ASSIGN
BUSTER**

1. What makes Metabical different from the other weight-loss products on the market? Metabical is the first FDA-approved prescription drug for the overweight segment (BMI 25-30). It is a low-dose formula that reduces stress on heart and liver functions. Metabical also contains a controlled-release feature that requires only one pill be taken per day which leads to better patient compliance. Participants experience dramatic weight loss with an average 26 pounds for BMI 28-30 and 15 pounds for BMI 25-28 within 12 weeks.

There are also less severe negative side effects associated with excess fat and calories in the diet which can help with behavior modification and promote healthier eating habits. CSP also plans to create a comprehensive support program to complement the pill. The support program would teach lifestyle skills for healthy weight maintenance after the initial weight loss is achieved and would be available to users for 24 months. The implication for Metabical is that it is an affordable, safe and convenient way to make a lifestyle change that will work.

2. Describe the ideal target market for Metabical? Which psychographic segment aligns most closely with this ideal target market? Metabical consumers are likely to be involved in a systematic decision making process. Consumers recognize the need to lose weight in order to look better and be healthier. From their experiences, they know it's extremely hard to reach weight-loss goals on their own and even harder to maintain, so they may prefer to seek medical help.

The ideal target market for Metabical would be individuals with a BMI of 25-30 who are dissatisfied with the current weight-loss options and are looking

for a proven and safe way to drop excess weight that is supported by the FDA and offered by prescription from their physicians. The psychographic segment that fits this ideal target market would be female consumers ages 35 to 65 with a college education and a household income of \$80,000+ who are concerned with maintaining a healthy lifestyle. They are knowledgeable about the importance of nutrition and exercise and are ready to make a change. Also included in this target market would be physicians as they want to help their patients lose weight and stay healthy to minimize the dangers of heart disease, high blood pressure and diabetes.

3. Which proposed advertising concept for end users would you implement? What would you have offered as the optimal concept? Educating and engaging consumers about the benefits of Metabical is top priority. With FDA approval, Metabical could be well positioned in the market to capture individuals willing to pay a premium price as they acknowledge the benefits of taking a tested and effective product. I would implement the direct-to-consumer advertising campaign promoting the concept that "Losing weight is tough. You don't have to do it alone. Let Metabical and your health care provider start you on the road to a healthy weight and better life."

This emphasizes the health benefits of losing weight while encouraging consumers to understand that Metabical is not just another fad diet pill. Metabical, with FDA approval and the assistance of your primary care physician, could be the start to a new way of life. In addition, I believe developing a viral marketing campaign would not only increase name recognition and but also involve consumers in their decision to make a

healthy lifestyle change while allowing them simultaneously to share their journey with friends, family, and other Metabical users.

I believe the optimal concept would be a combination of direct-to-consumer advertising, viral marketing campaigns, and the inclusion of a celebrity endorsement. Although expensive, a celebrity spokesperson can greatly increase sales and brand recognition. By having a trusted figure touting the benefits of Metabical, CSP could gain a competitive advantage over other companies looking to make generic forms of the drug once the patent expires.

4. How important is the health care provider for the weight-loss product decision? What proposed advertising concept to health care providers would you implement? The health care provider is a vital component in patient decision making and in the success of Metabical. As patients begin to ask their doctors about the drug, CSP needs to ensure that physicians are properly educated about Metabical and its benefits.

Additionally, doctors can have significant influence not only over their patients but also over insurance companies and the general public by supporting Metabical and substantiating its claims. I would position the drug as a supplement to doctors looking to advocate a healthier lifestyle for their patients. It's important to use all the different advertising concepts so health care providers are able to understand the different elements of Metabical. It is a clinically proven and FDA approved weight-loss drug that is a safe alternative to dangerous OTC drugs. Doctors now have the ability to empower patients to change unhealthy eating habits and achieve long-term success.

The simple once-a-day pill in combination with the comprehensive support program can ensure that patients will remain compliant and succeed in their weightloss goals. As a prescription drug, physicians are also able to combine Metabical with nutrition counseling and behavior modification support. Print and on-line ads in leading medical publications can generate interest and increase awareness of Metabical.

The addition of podcasts and participation in medical education events can also generate buzz and educate physicians on the benefits of prescribing Metabical. By continuing to utilize the CSP sales reps, the promotional Lunch & Learn seminars can be an additional outlet to communicate the advantages of Metabical and share information about the drug. Once Metabical has gained the support of prominent physicians, CSP can also advertise the doctor endorsements to other doctors as well as patients.