

CASE STUDY

Industry

Consumer health

Therapy area

Eczema (emollients)

Project

Competitive Intelligence

RETROSPECTIVE

PROSPECTIVE

3 YEARS

**PRODUCT
INTELLIGENCE**

USER REVIEWS

**COMPETITOR
BENCHMARKING**

PATIENT VOICE

The challenge: Product research can be time consuming and difficult, but by listening to the digital conversation, you open up the possibilities for more intel.

The ask: To listen to what real-world users were saying about a brand of skin cream, (as well as competitors) and the benefits provided to patients.

The ROAR approach: We listened retrospectively to all social media channels identifying every UK-based mention of their product over the past 3 years. We also set up a prospective listen, where every new mention of their product would be captured and shared with our client.

In order to understand the role of our client's product in the market, we also captured all mentions of 7 competitor products, comparing mentions of "ease of use", "colour", "texture", "fragrance", "absorption" and "consistency", to understand "what" was being said about each product.



Industry: Consumer health
Therapy area: Eczema (emollients)
Project: Competitor Intelligence



What we did

We identified 16,500 mentions of our client's product (and competitor products) over 3 years, across Facebook, Instagram, LinkedIn, Twitter, Youtube, and TikTok, equal to 15 mentions per day.



What we found

We discovered new claims from real-world users who suffered with eczema, with each relevant to different audiences, including (1) Having "no metals", (2) being the only "vegan friendly" and "cruelty free" option, and (3) being completely free of sulphites



What we delivered

A detailed report was delivered highlighting the themes of importance to the client when seeking initial approval played a minimal role in conversations among real-world users. This enabled our client to pivot their marketing without the need to invest in focus groups, with ongoing prospective listening keeping them engaged with users.