

# CASE STUDY

## Industry

Consumer health

## Therapy area

Dandruff relief

## Project

New claims generation

RETROSPECTIVE

5 YEARS

**MULTI-PLATFORM**

**CLAIMS WORKSHOP**

**REAL WORLD  
REVIEWS**

**NEW CLAIMS**



**The challenge:** When product sales do not live up to expectations, there may be a need to pivot into new markets, but identifying candidates for re-purposing of products can be difficult.

**The ask:** To strengthen existing claims for a well known anti-dandruff shampoo, identifying new licensing and claims opportunities for the product.

**The ROAR approach:** We identified all mentions of a well-known anti-dandruff shampoo, in addition to 8 direct competitors, with these mentions posted across a variety of social media platforms, online marketplaces and search engines over the past five years.

We extracted the data, segmented by product & highlighted examples of where our clients' shampoo was mentioned as being superior to their competitors. We also highlighted 10 new claims the shampoo could explore, based on off-label usage and reviews.



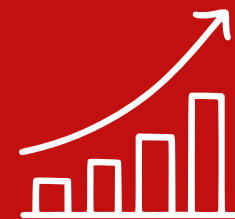


**Industry:** Consumer health  
**Therapy area:** Anti-dandruff shampoo  
**Project:** New claims generation



### What we did

We identified 83,000 (ex-US) real-world reviews of anti-dandruff shampoos, over a five-year period. We highlighted the share of voice for each shampoo across every platform, and made evidence-based suggestions for both new claims & license extensions.



### What we found

In addition to highlighting examples of where our clients' shampoo worked, where competitor products did not, we also identified new claims for fungal acne infection, hair regrowth, folliculitis, eczema, psoriasis, and even "beardruff". We demonstrated that this shampoo is not just a cosmetic, but a valued medicinal product.



### What we delivered

Within one-week of being provided the brief, we delivered a PowerPoint report detailing the dataset used, and each new claim, providing example mentions, and measures of statistical significance. This report was used to inform a claims workshop where the novel claims identified were assessed for future scientific enquiry.