

Support in formulating a product launch and marketing strategy

Identified geographical concentration of demand and formulated a staggered launch strategy

Designed optimal distribution channel configuration

Developed effective marketing, promotional and communication strategies for medical practitioners and wholesalers/retailers

CLIENT CHALLENGES

- Developing a roadmap to plan the launch in Asian countries
- Scarcity of data available in Asian countries
- Building strategies based on responses from multiple stakeholders
- Interviewing distribution channel partners to build strategy

OUR APPROACH

- Competitive analysis
 - Conducted detailed studies of competitors' products within the same product category
 - Benchmarked the client vs competitors in terms of product features, pricing, reach and brand value
- Surveys and interviews
 - Conducted detailed customer surveys to identify unmet customer needs and devised relevant strategies for the client to address these needs
 - Interviewed channel partners
- Strategy designing
 - Identified key [marketing strategies](#) launched by competitors in the past and assessed their impact on the target audience to come up with best-in-class strategies

IMPACT DELIVERED

- Built a staggered launch strategy based on geographical concentration of demand

- Advised on optimal distribution channel configuration
- Developed effective marketing, promotional and communication strategies for medical practitioners, wholesalers and retailers

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 650 financial institutions and consulting companies through a team of over 6,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.