



CASE STUDY: BOIRON

BUSINESS CHALLENGE

Accelerate decision making. The Marketing Studies department manages about a hundred research and innovation projects per year. The ad hoc projects are often entrusted to institutions, or to field suppliers for analysis internally.

In 2015, Nadège Meillier, the head of the department, was searching for a solution to speed up decision making, including the development of new packaging.

Her aim was to respond to issues in only "minutes" by quickly getting the opinion of end customers, and also to control budget.

SOLUTION

Toluna QuickSurveys was the solution to meet the Studies Team set of needs. Boiron chose this tool primarily for:

- Its flexibility and ease of use as the teams can program surveys themselves
- The price / quality ratio of the tool achieves reliable results within a controlled budget
- Its integration with the Toluna panel (9+ million international survey respondents) is particularly flexible, and allows the user to avoid sub-par data, or even to interview respondents in several different countries simultaneously

CLIENT:



Industry: Pharmaceutical

Client Profile/Background:

Boiron is a pharmaceutical laboratory specializing in the development, manufacture, distribution and promotion of Homeopathic medicines and pharmaceuticals. With 19 subsidiaries and a presence in over 50 countries, the laboratory develops both products for human use, and veterinary-only use.

Boiron generic also designs more than 50 specialties including homeopathic Oscilloccinum, a leading product in several countries in treatment of the flu.

Their department "Marketing Studies and Ideas Tank", a true provider of internal services, support Activities Groups worldwide. The team helps development Boiron medicines by setting Place of Performance monitoring indicators with the patients, health professionals, and pharmacists. They also provide innovation and product support exploration of new territories.



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RESULT

In the space of a few months, 3 packaging tests were performed with the Toluna QuickSurveys solution. The tests were launched late in the creative journey to decide between two versions of packaging. By quickly soliciting several hundred respondents each time, Boiron virtually obtained a live, final arbitration on tested visuals.

With Toluna QuickSurveys, the Tank Ideas team reached its goals and found a solution that meets quickly their needs, with reliable results that respect budgets as well.

The Toluna QuickSurveys solution has found its place with the Business Studies team, complementing traditional surveys ad hoc. Project managers use it regularly for packaging testing, and also to conduct survey research on specific targets or pathologies.

Other projects are now being planned with QuickSurveys as the international study tool.

