



## Market Opportunity For New Barium Product

### PROFILE

#### CLIENT TYPE

- medical /imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

#### PROJECT CATEGORY

##### MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

##### MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

##### BUSINESS PLANNING

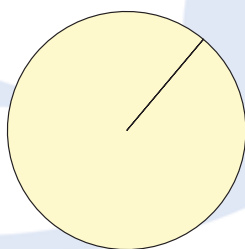
- concept testing
- business models
- business plans

#### MARKET

- USA/Canada
- Europe
- Asia

#### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



#### BACKGROUND

The company is a strong player in imaging contrast agent products. The company would like to understand the market opportunity for a new barium product as well as packing and dosing size preferences.

#### CHALLENGE

To evaluate user preferences between single unit and multi-unit doses. Understand user behavior and brand awareness / preference.

#### SOLUTION

TMTG administered a phone based survey to 95 chief technologists and X-ray technologists in charge of barium studies.

#### IMPACT

The clients gained a better understanding of their consumers' behaviours and were able to re-align earlier assumptions of consumer behaviour. Findings helped the marketing team design various packaging options for the next product launch. A marketing campaign is under way to re-brand.



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