

High-Stakes Product Launch: Harnessing the Power of Being First

What's this about?

- New product introduction
- Healthcare product positioning
- Global positioning strategy
- Creative execution, collateral
- Surveys and In-Depth Interviews (IDIs)
- Customer groups: C-suite, Radiologists, Nuclear Medicine MDs, Purchasing

Who are we?

ResearchWorks is a strategic consulting firm with deep roots in custom research, serving health and healthcare organizations from idea to market.

What's our magic?

We use our deep Healthcare industry experience, behavioral science roots, and intellectual firepower to translate advanced research into winning strategies and validated decision paths for better products and more effective marketing. Our creative team then provides proven tools to build your brand, shape your products and services, and go to market with powerful messaging.

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The Challenge

A global medical device company was launching a revolutionary, all-digital, high-end imaging product. The company knew they had a game-changing product, but they didn't know how to position it to maximize appeal to radiologists, nuclear medicine physicians, and executives to quickly generate orders. This was a major launch and expectations were very high. With so much at stake, we were brought in to apply our unique and proven research-based approach to get the value proposition, positioning strategy, and creative just right to knock it out of the park.

The Breakthrough

Within the first weeks of our engagement, we emerged with validated, differentiated positioning through a carefully designed survey. This provided clarity the product team had lacked—they had lots of hypotheses of what might work, but now had something solid to build on. We developed creative concepts built on the validated positioning, and we used our unique iterative R&D methods with target audiences in the US, Sweden, France, and Germany to perfect the launch strategy and messaging.

We emerged with an incredibly effective campaign and launch strategy that enabled our client to confidently go beyond what they thought would resonate with customers to what they knew would hit the mark and make the sale. "See Further, Go Beyond" articulated the value of having dramatically clearer images, which lead to better, earlier diagnoses and better clinical results.

The Win

Our product release was a huge success, bigger than we ever imagined! Leads were up 52%, while we had incredible press coverage by over 1,000 global news sites and jam-packed engagement booths. ResearchWorks played a crucial role by getting the positioning and creative just right and setting our team up to execute successfully.

—Global Marcom Manager