



Substantial Savings Realized

Using our database, we conducted a two-phase marketing research program, the first of which yielded a customer profile (comparative purchase and usage habits for absorbent product categories). With the preferences identified in the first phase, we undertook an assessment of customer reactions to a mailed trial offer of client's product sample. During follow-up contact, we found negative purchase interest among these consumers, over 70 percent of whom were age 50-plus.

Our long experience in communicating with mature consumers proved invaluable as we probed the negative reaction. We discovered a large proportion of customers who failed questions verifying sample use. One of the key reasons given was that the customers perceived the product to be too difficult to put on and use, even though the explanations in the accompanying product literature were deemed effective. There also existed a strong preference for currently used products.

Putting these findings in the context of the market's resistance to change habits, we counseled the client against launching a new product when customers are satisfied with existing choices, reluctant to change, and opposed to trying a product that seems difficult to use. The client used our results in the decision process and, taking our counsel, decided to abandon the product. The savings to operations and marketing amounted to several million dollars.

After implementing a trial offer and assessment surveys, **SeniorTalk** recommended against launching a new product. The client agreed and abandoned the product, saving several million dollars.

Challenge & Solution

Substantial Savings Realized After Research Delves Into Product Viability

A global producer of absorbent products for bladder control saved considerable expense and protected its brand by following the recommendations of **SeniorTalk** management during the pre-launch phase.

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MARKETING

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