

Message Max®

MAXIMIZE THE POWER OF YOUR PRODUCT MESSAGES

You absolutely need your product message to have real impact. It has to communicate your positioning, resonate with customers, and above all, yield the greatest return. How can you narrow the field of choices to those that will really deliver?

TVG's new Message Max® methodology provides the solution by isolating the most compelling combination of messages to appeal to the largest possible audience. Choosing the single message that ranks highest with customers often will not lead to the best return. Similarly, choosing the top two messages often does not increase reach much beyond those reached by the first message. It is more often a specific combination of messages that will provide the best outcome for your product.

USING A POWERFUL ANALYSIS TECHNIQUE

Recognizing the limitations of traditional techniques, this new methodology employs an enhanced analysis tool originally developed to maximize reach and frequency of media spending. Applied to the message selection process, it assesses messages on parameters such as importance, strength, and ability to motivate, and identifies the combination that reaches the largest number of physicians. The program provides the flexibility to let you decide how many messages to include in the bundle, and how strong the overall message must be before a respondent is considered "reached". You come away with a succinct group of messages that get through the noise to positively impact your brand.

COST & TIME EFFECTIVELY

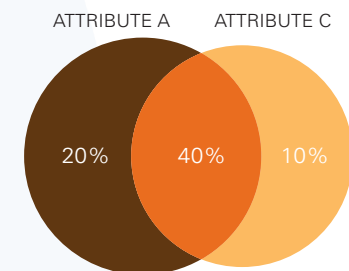
The Message Max® methodology is especially useful when you are short on time or budget. It eliminates the need for round after round of costly research to narrow the field of choices, without sacrificing action-oriented results.

A product can't be all things to all people. The specific group of messages you choose to communicate your product's key features and benefits will identify for the customer why they should try, why they should adopt, and why they should continue to use your product in their armamentarium of treatment. TVG's Message Max® methodology reduces the risk in making message choices. It will identify the best message configuration to inform the creation of detail aids, journal and DTC ads, etc. It will also arm your sales force with a more concise and persuasive product message.

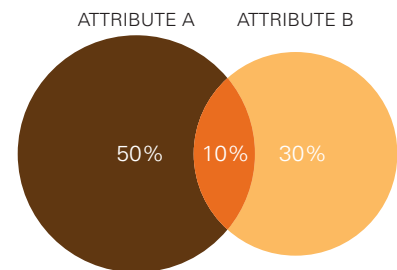
OPTIMIZE YOUR MESSAGE FOR COMPETITIVE ADVANTAGE

For more information about TVG's Message Max® or any of TVG's marketing research or consulting services, contact:

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$$\begin{aligned} \text{Total Unduplicated Reach} &= A + C - AC \\ &= 60 + 50 - 40 \\ &= 70\% \text{ of doctors} \end{aligned}$$



$$\begin{aligned} \text{Total Unduplicated Reach} &= A + B - AB \\ &= 60 + 40 - 10 \\ &= 90\% \text{ of doctors} \end{aligned}$$