

# BuzzMetrics Case Study

## Pfizer's Champix Brand

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# The Parties Involved



A global information and media company whose BuzzMetrics solution enables clients to make informed business decisions regarding their Internet, digital and marketing strategies



One of the world's leading pharmaceutical companies - at the cutting-edge of the research and development of medicines for humans and animals



New oral prescription  
**CHAMPIX**<sup>®</sup>  
varenicline tartrate  
QUITTING POWER

A prescription pill designed to help smokers stop smoking



# The Situation

- Pfizer was concerned that media coverage of negative side effects allegedly associated with their smoking cessation product – Champix – were seriously undermining confidence in the brand
- Pfizer knew that online consumer generated media (CGM) was a potentially rich source of unprompted patient insight on the true health of the brand
- However, regulations unique to the prescription healthcare industry legally require pharmaceutical companies to “make every effort” to follow up all ‘Adverse Events’ (AEs) – consumer experiences **not intended** by the drug or its usage – by notifying the Drug Safety Group (DSG) within 24 hours and following up with the patient to gain further details on the experience
- It was feared that spontaneous consumer feedback might contain high rates of AEs as consumers candidly, and sometimes anonymously, share their experiences online
- Consequently, adverse event reporting regulations have resource implications that effectively prohibit pharmaceutical companies from conducting and benefitting from CGM research. Additionally, the spontaneous and honest nature of CGM could be undermined if individuals receive unwanted contact from researchers

# The Solution

- Pfizer approached The Nielsen Company about how their BuzzMetrics solution could mine CGM as a rich source of patient insight without compromising European healthcare laws or research quality
- Nielsen worked with Pfizer's brand and market research teams, the Drug Safety Group and legal teams to establish a methodology that enabled Pfizer to monitor CGM and, consequently, improve their strategy, consumer insights and other critical parts of the business
- It was a simple piece of innovation in this area that allowed us to conduct a successful project, utilising this new data source:
  1. Nielsen analysts were trained in the identification and reporting of AEs. Nielsen and the Pfizer teams determined a threshold number of AE reports that the DSG could deal with reasonably without being overloaded with additional work
  2. When the threshold number of AE reports were identified by Nielsen, all available patient information was forwarded to the DSG for follow-up, and the research halted
  3. Once all AEs had been processed by the DSG, the research resumed. This allowed Nielsen to be removed from patient outreach, and for the DSG to deal with the more manageable number of AE reports at each time

# The Outcome

1. The research resulted in an immediate ROI by demonstrating that a potentially expensive marketing program wasn't necessary – consumer opinion and sentiment remained positive towards the Champix brand despite the negative press reports:

*“During the first 2 - 3 weeks, every time I took my tablets I felt sick, but this soon subsided....I would and have recommended them”* Netdoctor.co.uk, 19 December 2007

*“decided that for the new yr i was going to give them up...i started champix and i am now on my 11 day but **i am still smoking but i have cut down a lot** ,so far **i feel good have a slight headache** in the afternoon when i take my 2nd tab and **i also get v tired too ,but to me it is still manageable just to get me through this...**”* Netdoctor.co.uk, 26 January 2008

2. The project broke down a company barrier to the use of such research – through the simple means of creating a flexible and sympathetic research process. The ‘template’ can be used across other Pfizer brands and countries
3. One major website was identified that attracted a lot of smoking cessation chat that was ripe for further listening and unbranded patient support advertising
4. The project has brought new light to the ongoing understanding of ALL areas of drug products and uses – a new goldmine for Pfizer to help improve their strategy, marketing, consumer insights and many other critical parts of the business

# The Client Perspective

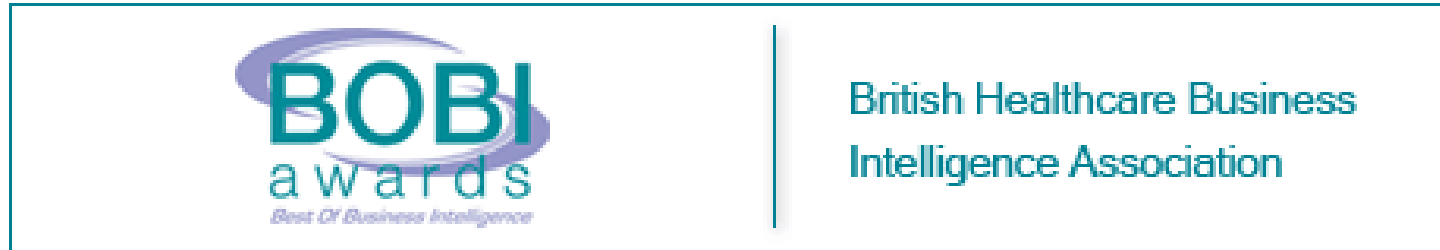
“Apart from the obvious relevance for our brand, the general value to the pharmaceutical industry of understanding consumers’ opinions of prescription medicines is evident for all to see. The research offered us the opportunity to understand what consumers were hearing about our brand, how this was being interpreted, and what impression of the brand was being created on-line for potential future users. Its most obvious business impact was that a potentially expensive marketing program was demonstrated not to be necessary.”

*Michael Goff, Business Intelligence Manager, Pfizer U.K.*

Furthermore, Pfizer was so happy with the work that they asked us to collaborate in submitting the partnership to the British Healthcare Business Intelligence Association’s BOBI awards...



# The Recognition



Nielsen received the award for “Most Innovative Approach” from the British Healthcare Business Intelligence Association for creating a bespoke research methodology commended for its business impact, cost effectiveness and novelty. The BOBI judging panel commented:

*“This was a unanimous and clear winner. Overall, we felt it was a smart, innovative, cost effective piece of research which demonstrated the business impact and could be used elsewhere in the business. It demonstrated innovation in two ways:*

- *Overcoming internal challenges to the research, which are faced on a regular basis and delivering a pragmatic, practical solution*
- *Learning from the consumer by using an emerging methodology to monitor online consumer discussions (Consumer-Generated Media)”*

# Further Information

Nielsen's BuzzMetrics solution is available in the following markets:

Australia	Japan (Q3, 2009)
Canada	Mexico
China (Q3, 2009)	New Zealand
France	Spain
Germany	UK
India (English)	USA
Italy	

Please contact your account manager or the following people for more information on the Pfizer Case Study and/or the BuzzMetrics solution:

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