

search listening brief

This brief will guide the parameters of your Search Listening Report, and the overall scope of work. Adjustments can be made as listening is conducted over time and the market changes. Work will start on the first report once a PO is received. Category exclusivity is available for an additional fee.

Category

Therapy (Brand and generic name + indications)

Competitors (Brand and generic name; list up to 3 to track – additional can be added for a fee)

Symptoms (list up to 3 to track – additional can be added for a fee)

Other (notable related themes to track)

Frequency

- One off report
- Monthly
- Quarterly
- Aligned with key milestones (list below – eg launch dates, seasonality, competitor launch, conferences, disease recognition days etc)

Interpretation via focus groups

As a certified Rumi Partner, Brand Medicine International can process Search Listening insights on their interactive moderated virtual platform for qualitative input on how to interpret and apply these findings from a messaging and tactical perspective. Recommended as a follow up to the first Search Listening report conducted for a brand. Cost is dependent on scope.

- Yes – with Specialists – which speciality:
- Yes – with GPs
- Yes – with patients
- Yes – with this group/segment:
- No thanks

Search alerts (2 real time alerts on search terms as they arise)

- Alert 1:
- Alert 2:

Comments & other relevant context: