

Providing insights into market needs for product packaging.

Achieving differentiation in a mature market.

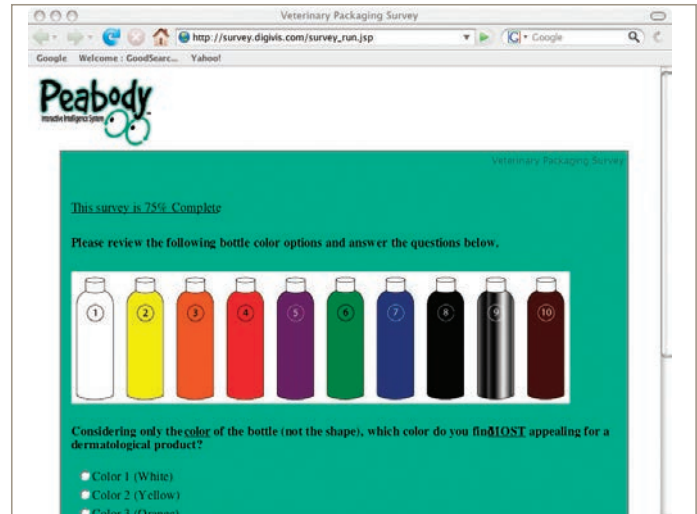
Vetoquinol USA Dermatological Product Packaging Market Research Study and Plan



Vétoquinol
a Sign of Passion



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Company | Vétoquinol USA

Challenge

Vétoquinol USA, a provider of a variety of animal health products to the veterinary market, needed to determine veterinarian and pet owner preferences for veterinary shampoo packaging.

Solution

LePoidevin Marketing knew that this information was critical in Vetoquinol's charge to differentiate its product in such a mature market. To meet the client's needs, a market research plan was devised which utilized LePoidevin's proprietary online market research system, PeabodySM, to administer web-based surveys to both target audiences. In addition to the online surveys, LePoidevin conducted qualitative interviews for deeper insights.

Results

The survey generated a representative sample of 227 veterinarian responses (4.95 percent response rate) and 369 pet owner responses (5.31 percent response rate). Vétoquinol USA was very satisfied with the thoroughness of the research report and found it beneficial to their decisions in marketing new products.



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