

Bringing segmentation to life to inspire activation

Needing a compelling activation plan

A pharmaceutical company needed to understand how to get patients to start, resume, or change HIV treatment and how to engage those at risk of HIV with preventative treatment.

Understanding drivers of engagement

The Connell Group conducted in-depth patient segmentation research to help the client define and understand target segments within the HIV category and develop a holistic activation plan for their HIV pipeline. Through our research, we uncovered the drivers and holistic mindset of unique segments and defined the key elements that best drove engagement and action for each segment.

Immersing the business team in the patient experience

Like all successful segmentations, we divided the market into groups that think alike and are similarly motivated, which facilitated targeted activation. We also conducted and professionally filmed one-on-one interviews with individuals representative of certain segments and leveraged the production in an internal immersion workshop to fully inform client teams of each HIV segment to enhance their overall strategy.

Project Highlights



Pharmaceuticals



United States



Brand Transformation Strategy



Qualitative Research



Quantitative Research