



Create your own space

If your brand is NOT best in all the attributes that matter to all of the market, then you need to focus on that segment in the market for which the strengths you do have matter most.

## Do you really own your own space in the market, or are you competing for common ground?



It's hard to be seen as different when you all share the same space

- Do customers associate a particular type of patient with *only* your brand?
- Do you have a consistent and compelling unique selling proposition (USP)?
- Are you effectively tapping into customers higher level needs?
- Do you know in which patient situations you can turn your product's differences into compelling advantages?

If you are unsure about any of these questions you may not be maximising your brands potential

## Find your brand's GreenSpace™

**GreenSpace™** is a research driven segmentation and positioning process that finds your place to thrive in the market

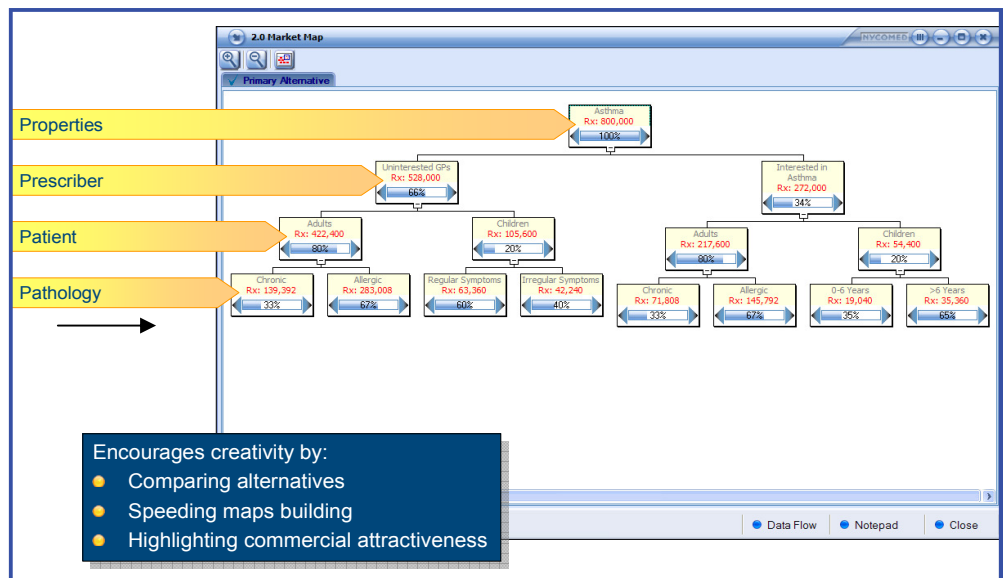
### Key Benefits of GreenSpace™

- Gain competitive advantage by segmenting the market differently in a way that is more meaningful for your customers
- Discover and tap into customers' higher-level prescribing needs
- Identify new and unexploited communication platforms that you can own
- Find the segments in the market that play to your strengths
- Identify Critical Success Factors to win in your segment
- Develop winning strategies that give senior management the confidence to support and believe in you and your brand

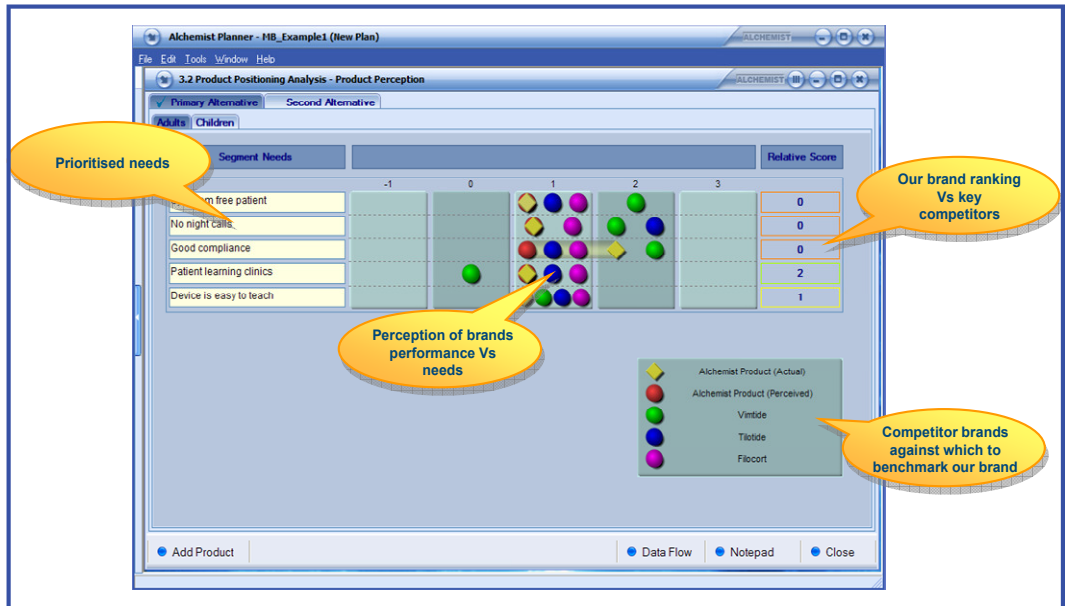


If you can't be first in a space then create your own space  
- Adapted from 'The 22 Immutable laws of Branding'

Segment differently to find the segments that best play to your strengths



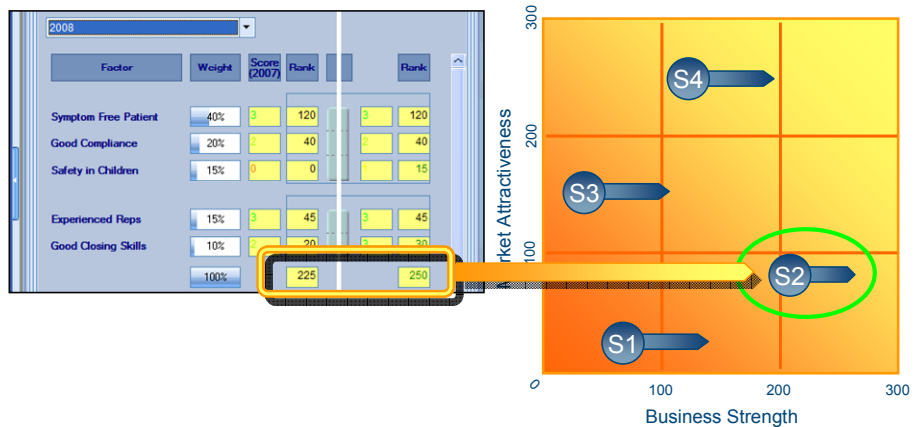
# GreenSpace™ identifies positioning opportunities to grow your brand based on robust market research



*“Insanity: doing the same thing over and over again and expecting different results.”*

- Albert Einstein

- Understand the impact different brand attributes have on prescribing choice to identify what is truly important
- Identify perception-reality gaps you can exploit to market effectively



- Identify which segments you can WIN in NOW and where you can WIN in the future by undertaking certain initiatives to improve your position
- Evaluate the potential attractiveness of different segments and your ability to compete in them
- Deliver outputs in an easily digestible visual presentation to drop into your PowerPoint or Word plans

Find your GreenSpace™ and act now...

Find out how GreenSpace™ can help you see the value of doing things differently by contacting us today...

MSI MARKETING SCIENCES  
Seeing the value

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