

Leading Over-The-Counter (OTC) Medicine Provider Forecasts the Cold & Flu Season With ThinkVine's Emerging Marketplace™

challenges

- Finding a "better way" to predict cold & flu outbreaks and the likely way they will spread
- Obtaining information with enough notice to act upon for marketing & supply chain planning purposes

solution

- Marketing planning application that simulates the probabilities of where, when and how diseases will be transmitted
- Supporting services to help translate the output into the right business strategy

benefits

- Ongoing, timely insight as to where and when to turn up and turn down manufacturing & marketing
- Fast, actionable output that can be rerun as conditions change



Synopsis

The 2007/2008 cold & flu season was significantly more mild than businesses and public health agencies anticipated, adversely affecting carefully laid plans in the OTC medicine company's marketing and supply chain. Not wanting to leave the 2008/2009 season to chance, the company sought a better way to predict the demand for its products.

The Business Problem

The OTC medicine provider was looking for a technology solution to better predict cold & flu outbreaks and the likely way they would spread across the United States.

Traditional approaches to forecasting were too reliant on "old" data from previous cold & flu seasons and the output did not arrive with enough notice to impact near term plans. The company wanted an approach that applied the latest science to forecasting along with a support team grounded in business acumen that could translate the output into appropriate action.

Simulating Outbreaks & The Spread of Disease

ThinkVine's Emerging Marketplace™ allows the OTC medicine provider to perform scenario planning and put together action plans with enough advanced notice to read & react to emerging market conditions.

Armed with a better forecasting & scenario planning application, the OTC medicine provider aspires to answer the following questions more effectively:

- How will the disease spread if it starts in Boston? in Chicago?
- What is the optimal timing to boost manufacturing? reduce manufacturing?
- In what geographic/regional order should marketing be turned on? turned off?

"Few businesses bring great technology and the business acumen to translate the output into actionable insight like ThinkVine does."

Associate Director, MPH, PhD
Pharmacovigilance, Epidemiology & Pharmacoeconomics

Company Overview

ThinkVine helps businesses maximize the impact of Marketing, Media Mix & Advertising across all channels, including word-of-mouth.

Technology-Enabled Service

The Emerging Marketplace™ puts the power of scenario planning into the hands of Marketers, allowing them to run "what if" scenarios and identify emerging customer behavior. This invaluable marketing application produces fast, actionable insight and helps businesses plan for both the anticipated and unprecedented reactions of consumers in today's complex & dynamic marketplace.

Our Science

ThinkVine has spent 8+ years helping its clients measurably improve their businesses by better understanding consumer behavior through the use of advanced analytics and complexity science. We developed The Emerging Marketplace™, an Agent Based Modeling (ABM) framework to give Marketers a platform to capture consumer behavior dynamics before the fact, turning hindsight into foresight.

To Learn More

For more information about The Emerging Marketplace™, ThinkVine or our underlying science, please contact us or visit our web site.