

# Rethinking Tracking in Pharma: Why Conviction Matters More Than Ever



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## The Challenge with Traditional Brand Tracking

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In a competitive pharmaceutical landscape, understanding how healthcare professionals perceive your brand is crucial, but most brand trackers stop at measuring association or message recall. Traditional brand association metrics might tell you *what* an HCP links to your brand or your competitor brand, but not *how convinced they are*. This gap in insight can mean the difference between refining a winning strategy and reinforcing the wrong message.

## Introducing ThinkTime<sup>SM</sup>: Instar's Tried-and-Tested Approach to Measuring Conviction Behind Brand Associations

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Instar's ThinkTime<sup>SM</sup> methodology brings behavioural economics into brand research by capturing not just *what* HCPs associate with a brand, but *how quickly* those associations are made, revealing the conviction behind their thinking.

Rooted in dual process theory, ThinkTime<sup>SM</sup> has been deployed across 2,000+ studies since its launch. It allows marketers to differentiate between quick, implicit thinking (system 1) and slow, rational thinking (system 2).



Using the concept of time  
is a truly impactful innovation.  
Insights generated by Instar  
will allow us to optimise our  
communications strategy.

Brand Analyst,  
*Pharmaceutical Client*

## Why Conviction Drives Strategy

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In today's environment, where brand teams are asked to do more with less, clarity on where to focus marketing efforts is essential. ThinkTime<sup>SM</sup> helps teams to understand for their own brand, but also the brand of their competitor:

- ♦ **Pinpoint secure messages**

High-association, high-speed responses show strong conviction and brand ownership.

- ♦ **Identify vulnerable opportunities**

Messages that are associated but take time to process highlight areas where perception could be shifted—positively or negatively.

- ♦ **Track progress over time**

By assessing how conviction changes across waves, ThinkTime<sup>SM</sup> can show meaningful momentum even when topline association appears flat.

- ♦ **Identify whitespace**

Marketers and Insight Leads can identify whitespace in the market that can be owned with an adaptation of communication strategy.

Now let's look at real world examples of how our clients have been leveraging ThinkTime<sup>SM</sup> to address their business questions, with some case studies.

Case Study 1

Tracking The Impact of Messaging Strategy Using ThinkTime<sup>SM</sup>

Facing persistent safety concerns due to an FDA warning, a pharmaceutical company set out to improve how healthcare professionals viewed the benefit/risk profile of Brand X. Recognizing the limitations of standard association metrics, ThinkTime<sup>SM</sup> was integrated into their ATU tracker to go beyond surface-level perceptions.

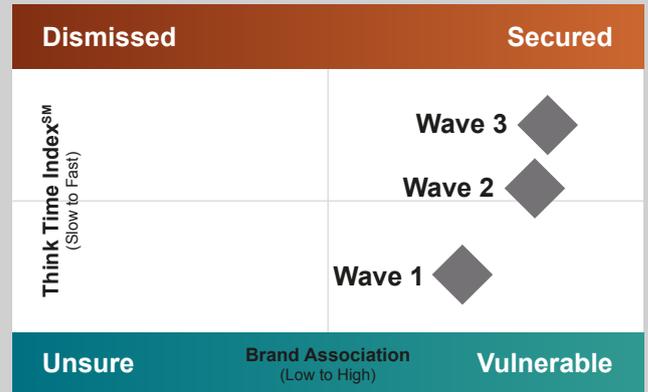
Early results showed a healthy association between Brand X and a favorable benefit/risk profile, but by the third wave, these numbers plateaued. However, ThinkTime<sup>SM</sup> revealed a deeper trend: While topline association held steady, the conviction behind those positive perceptions continued to strengthen over time.

Armed with this insight, the company was able to show real progress in shifting not just opinions, but the strength of belief among physicians—ultimately leading to Brand X outperforming forecasts. The success encouraged the company to maintain its messaging strategy, aiming for sustained enhancements in both association and conviction.

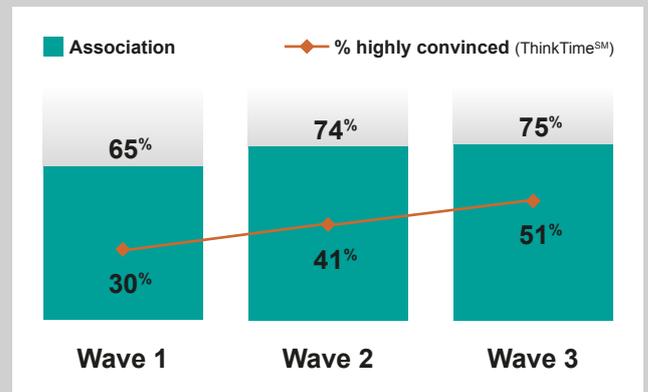
Association of Brand X with Favourable Benefit/Risk Profile

Wave 3	75%
Wave 2	74%
Wave 1	65%

Favourable Benefit/Risk Profile ThinkTime<sup>SM</sup> Claim Conviction Map



Favourable Benefit/Risk Profile Association & Conviction Over Time



## Case Study 2

### Building a Competitive Strategy Leveraging Insights Generated by ThinkTime<sup>SM</sup>

A global pharma company was puzzled as Brand X, the established leader for Efficacy Factor 1, began losing market share to competitor Brand Y despite Brand X's superior clinical profile. To uncover the cause, they integrated ThinkTime<sup>SM</sup> into their ATU, seeking to understand how perceptions shifted over time.

Findings confirmed that more physicians associated Efficacy Factor 1 with Brand X, but ThinkTime<sup>SM</sup> revealed an unexpected insight: Brand Y's supporters had much stronger conviction in their beliefs, even in the absence of equivalent clinical data. Follow-up research traced this back to Brand Y's simple, easy-to-absorb messaging.

In response, Brand X's team revamped their communications, focusing on clear, relatable patient cases. Subsequent research showed a marked increase in physician conviction for Brand X, which translated into improved product performance and recaptured momentum in the market.

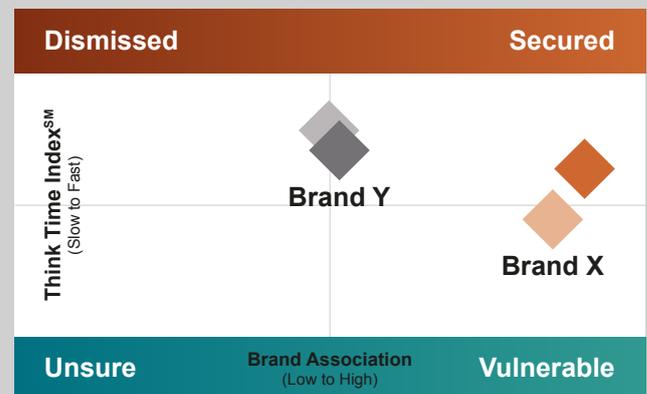
### Association with Efficacy Factors

Efficacy Factor	Brand x	Brand Y
<b>Factor 1</b>	87%	55%
<b>Factor 2</b>	75%	77%
<b>Factor 3</b>	86%	87%

### Efficacy Factor 1 — Wave 1 ThinkTime<sup>SM</sup> Claim Conviction Map



### Efficacy Factor 1 — Wave 2 ThinkTime<sup>SM</sup> Claim Conviction Map





**ThinkTime<sup>SM</sup> allows  
us to track what matters most —  
what HCPs truly believe, and how  
that belief is evolving.**



**Insights Lead,  
*Pharmaceutical Client***

## **A Smarter Way Forward**

Conviction is the missing dimension in traditional brand research and ThinkTime<sup>SM</sup> is designed to capture it. By layering behavioural economics into standard surveys, Instar delivers deeper insight without increasing respondent burden.

It enables our clients to explore the level of strength of conviction for their brand and their competing brand set, thereby identifying where they can differentiate and truly own an important area.

For brand teams looking to optimize messaging, sharpen competitive strategy, or simply understand *what's working* and *why*, ThinkTime<sup>SM</sup> offers a smarter, validated approach.

**Are you ready to move beyond association and start measuring what really matters? Let's talk about how conviction-based insights can elevate your next study.**

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