



CASE STUDY

M/A/R/C® helped a major insurance provider maximize their competitive positioning as they entered new markets



THE CHALLENGE

A major life insurance provider wanted to gauge the market landscape among Medicare enrollees as they prepared to enter the supplemental Medicare category in new markets. Aligning the brand with unmet needs in the market was paramount to creating breakthrough and consideration.

Our client turned to us to:

- Determine consumer perceptions of product offerings, including competitors
- Understand “moments of truth” for product purchase
- Define the brand’s market identity and path forward
- Identify areas for improvement and innovation

THE SOLUTION

Medicare enrollees assessed an unbranded product description to measure initial interest. Preferences for brands and features relative to current offerings were captured, identifying unmet needs, our client’s competitive position, and relevance in a new market and category. This helped the client define key decision criteria they could own in the category.



THE RESULT

The client was able to create a compelling and differentiated product set and positioning. This allowed them to capitalize on unmet needs, accelerating awareness and uptake as they entered new markets.

We’d love to share more!

Let’s Connect: Follow us on [LinkedIn](#)

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