

Pre-Pregnancy Research Case Study



The consumer division of Clonmel Healthcare was rebranded in early 2007 under the name ClonMedica. The ClonMedica range of products comprises of original, stand-alone, international brands that serve the mother and baby, pain relief and health supplement sectors. ClonMedica now represents almost 20% of Clonmel healthcare's business in Ireland.

Clonmidia wanted to know if Irish women are aware of the benefits of Folic Acid and the use of same both before and during pregnancy.

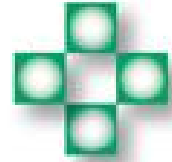
What is Clonfolic?

Clonfolic contains folic acid which is a member of the vitamin B group. Like all vitamins, it cannot be made by the body, so it needs to be taken in a supplement and/or food form. Taking folic acid daily can help reduce the risk of having a baby with Spina Bifida by up to 70%. Spina Bifida is a neural tube defect (NTD). The neural tube forms the unborn baby's spine. The unborn baby's spine is open when it first forms, but it normally closes around the 29th day following conception. With spina bifida the backbone has not closed completely and this leads to varying degrees of malformation, leg paralyses and bladder and bowel control problems.

iReach Methodology

iReach ran a nationwide quantitative study of women in Ireland to measure their awareness of the benefits of folic acid. We also wanted to analyse how women are informed of such benefits as well as the role of their doctors in suggesting such supplements in advance of pregnancy.

We were also able to obtain a nationally representative profile of women in Ireland in terms of planning for pregnancy as well as their attitudes to taking supplements while planning for pregnancy or while pregnant.



ClonMedica

A Division of Clonmel Healthcare

Project Summary

Quantitative survey of women in Ireland using the Nationally Representative iReach Consumer Decisions Research Panel. The Online self complete survey was designed by iReach to study the pre-pregnancy attitudes and behaviours in taking Folic Acid and measuring the awareness of such benefits.

Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.



Online Surveys



Online Focus Groups



Ad Testing



Specialist Panels