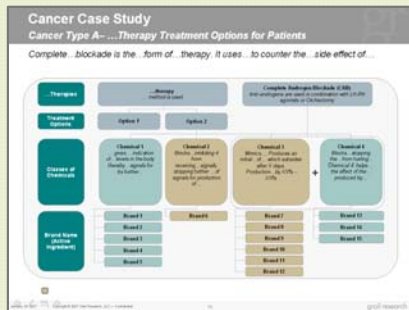


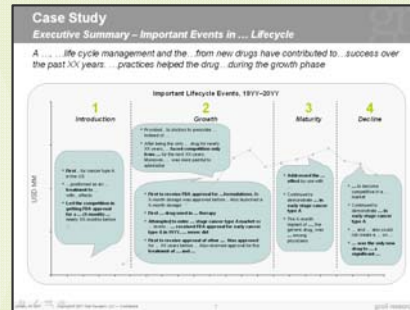
# Identification of Reasons Behind Success of Drug X

- **Client Objective:** Pharmaceutical Company wanted to understand reasons behind success of market leading drug X to help inform decision-making around their drug that was facing similar market conditions
- **Grail Research Approach:** Evaluated market dynamics and competitive landscape, and provided insights on marketing strategies and tactics that drove the success of drug X



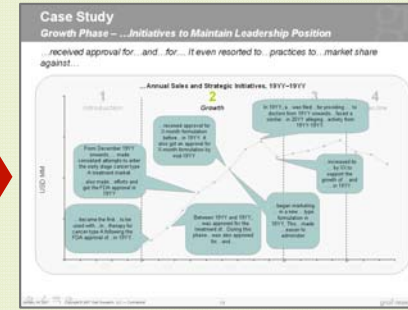
*Conducted extensive secondary research to estimate the treatment landscape and identify competitors*

**1 week**



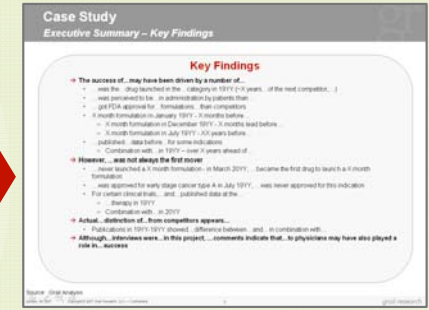
*Analyzed key lifecycle events for drug X and compared them to performance of competitors*

**2 weeks**



*Evaluated major marketing and clinical activities of drug X and its competitors*

**3 weeks**



*Identified primary reasons behind the success of drug X and delivered analogue to client*