



OMD is one of the largest and most influential media communications specialists in the world through 140 offices in 80 countries. Their approach is unique and has helped to contribute to the successes of many of the worlds leading brands in today's highly competitive market.

Ben Oakley Design Limited commissioned OMD in the summer of 2006 to conduct market research into what matters to potential customers using inhalers and puffers.

We were looking for a total customer experience based on value, reliability, ease of use, value for money, integrity and greater awareness. The customer feedback has massively influenced the development of the Apod.

A base sample of 756 adults was used by OMD in face to face research groups. The results are summarised below:

- 13% of those surveyed are currently using an inhaler to treat asthma.
- 7% of those who don't use an inhaler are responsible for another persons inhaler use.
- 5% of users mention design and colour as an inhaler dislike.
- 11% of users would change the colour of their inhaler or add a snap on cover.

OMD then showed the designs for the new Apod inhaler cover to the user groups:

- Nearly half of inhaler users found the designs appealing.
- 15% of users aged 16-34 found the design very appealing.
- 7% of inhaler users would expect to pay between £5-£9.99 for the Apod.

- 16% of users liked the bright colours available.
- 8% of users would like to see the Apod made available in more subtle colours for adults.
- Just under 25% of users would be likely to purchase an Apod if priced at around £7.50.

OMD then asked the user groups “what is it about the Apod that makes you likely to purchase one?” respondents feedback:

“attractive to children / wont be embarrassed by them”

“easy for children to find / wont get lost”

“better design / nicer looking / ergonomic

“reasonable price / its cheap”

“colours / choice of colours / bright”

“ease of use / user friendly”

“trendy / funky”

“integral end cap, wont get lost”

“customisable e.g. logo’s, sports teams etc”

OMD then asked how attitudes towards the new Apod were viewed by the user groups?

- Over one third of users agree the designs will reduce current stigmas.
- Nearly half of users aged 16-34 agree the designs will reduce current stigmas.

OMD then explained that a percentage of net profit will be allocated to Asthma Research Donations:

- Nearly half of users are influenced to buy when made aware of the Asthma Research Donation.

- 57% of users aged 16-34 are influenced to buy when made aware of the Asthma Research Donation.

## Conclusions

- ❖ The main dislikes of current asthma inhalers includes; size, shape, features and design.
- ❖ 11% of users would change the colour of their inhaler or have a snap on cover as used on mobile phones.
- ❖ 44% of those who currently use an inhaler find the Apod design appealing - this rises to 47% amongst those 16-34.
- ❖ When asked what they liked about the Apod designs 16% of users stated the *"bright Jazzy colours and choice of colours"*.
- ❖ When told the proposed price of an Apod was £7.50, 23% of users stated they would be likely to purchase one.
- ❖ Over one third of users agreed that the Apod design would change peoples perceptions of traditional inhalers. 47% of those aged 16-34 agree.
- ❖ Nearly three quarters agree the designs looks modern and up to date.
- ❖ Nearly half of users are influenced when made aware of the asthma Research Donation.



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