The Pepsi Challenge for Breast Implants
Using CPG Testing Methods in Device Market Research

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Goal of Session

Explain how an old product assessment technique (Pepsi vs. Coke Challenge) was modified to evaluate consumer perceptions of different breast implants.

- Pepsi conducted a blinded taste test to evaluate preference.
- Allergan conducted a blinded “feel” test.
Goal of Session

Show how a simple, dual quantitative / qualitative research approach provided a greater understanding of:

- Prospective breast augmentation patients’ implant preferences;
- What is driving these implant preferences; and,
- Who these consumers are.

- The results ultimately changed how the company viewed their breast implants.
## Breast Implants Overview

<table>
<thead>
<tr>
<th>Round Saline Implants</th>
<th>Round Silicone Implants</th>
<th>Shaped Silicone Gel Implants</th>
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<tbody>
<tr>
<td>Approved by the FDA in 2001.</td>
<td>Approved by the FDA in 2006.</td>
<td>Approved by the FDA in 2013.</td>
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Most Important Factors Impacting Consumers’ Implant Choice

- Low risk of side effects or complications: 36%
- Natural look: 25%
- Natural feel: 10%
Consumers perceive shaped implants have a more natural look.

Which Has a More NATURAL Look?

- **Round Silicone Implant**: 20%
- **Shaped Silicone Implant**: 44%

Computer Simulated Images
Allergan Medical is preparing to launch a new type of silicone breast implant for its Natrelle line.

Allergan wants to determine…

- Can consumers / prospective augmentation patients differentiate the feel of the various implants?
- How does the perceived feel / firmness of the implant impact preference?
- Does a highly cohesive gel implant feel more or less natural than existing round gel implants?
Project Challenges

This project faced several challenges:

• Consumers need to feel implants & results needed to be quantifiable

• Need qualitative feedback regarding preference & rationale

• 1 week turn-around and limited budget
Project Challenges and Solutions

**Challenge**

Consumers need to feel implants & results needed to be quantifiable

**Solution**

Dual modality - quantitative / qualitative approach to evaluate the different breast implants

**Rationale**

Blinded feel test quickly quantified preferences
Project Challenges and Solutions

**Challenges**

Need qualitative feedback regarding preference & rationale

**Solutions**

Conduct qualitative interviews to determine perceptions and preferences of the various implants

Requires a qualitative, in-depth discussion rather than static quantitative results

**Rationale**

Allowed us to put a face to every respondent

Get to know the consumer - who they are and why they want a breast augmentation
Project Challenges and Solutions

**Challenge**

1-week turnaround and limited budget

**Solution**

2 days of research in Las Vegas (50+ interviews)

**Rationale**

Large, aesthetically-aware market with national tourist population

Able to recruit large number of qualified consumers in short timeframe
Study Design – Dual Methodology

**Quantitative**
(Implant “Pepsi Challenge”)

**Stage 1:** Consumers assessed 3 implants and completed a survey…
- Description of desired “feel”
- Rate / rank implants on key metrics…
  - Firmness
  - Natural feel
  - Likelihood to request

**Qualitative**
(Face-to-Face)

**Stage 2:** Immediately following the survey, the consumer…
- Reviewed results with moderator
- Discussed rationale for preferences

Brand team viewed the interviews behind the mirror and via videostreaming.
Study Design – Dual Methodology

• Able to complete 53 interviews over 2 days (25+ per day) with prospective augmentation patients.

• Included equal representation of those seeking breast enlargement and breast lift with augmentation.

• Sample included a wide range of geography, age, income, ethnicity, weight / size, etc.
A natural feel is extremely important, with “soft” being associated with natural. Firmness, though, still impacts implant preference.

Having a natural feel is pivotal as patients do NOT want to feel “fake”.

“I want it to feel natural for my husband. He does not want me to get it done, truthfully, and if they didn’t feel natural, he would remind me of it. But it’s not for him. It’s really for me.”

Firmness is important because it is associated with youthfulness.

“I want something that is firm, but also has a natural feeling. You want some firmness so it is perkier, as well as natural so you would not feel so hard and artificial.”
Pepsi Challenge for Implants

Which Implant is Best...
Preference for the different implants varies despite Implant D having the most natural feel and Implant K feeling the most firm.

- The appropriate balance between soft and firm is a key driver influencing implant selection.

“Implant D is best because it feels like a soft pillow, it’s nice. It is not too hard and it is not really soft.
To me, that’s perfect.
- Implant R is way too soft. It is too mushy.
- And Implant K, to me, it was too hard.”
Consumers express a preference for Shaped Implants over Round Implants.

**Preference of Implant Feel – Round vs. Shaped**

<table>
<thead>
<tr>
<th>38% Prefer Round Implant</th>
<th>57% Prefer Shaped Implant</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Implant Y)</td>
<td>(Implant D, K, or R)</td>
</tr>
<tr>
<td>1  2  3  4  5</td>
<td>6  7  8  9  10  11</td>
</tr>
<tr>
<td>Strong Preference for ROUND Implant</td>
<td>Equal Preference</td>
</tr>
<tr>
<td>8% Strong Preference</td>
<td>Strong Preference for SHAPED Implant</td>
</tr>
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<td>28% Strong Preference</td>
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</table>

- The preference for the shaped implants is due to it having the desired amount of firmness, but still feels natural.

  “Implant Y feels fine. It’s just more on the jigglier side. And I can feel little ridges. I would still say Implant D. I just think it is more natural. Not too jiggly but not so hard that it’s not going to ever move.”
Implications

The results of this research...

- Provided the consumer voice regarding firmness and natural feel
- Clarified the relationship of firmness and natural feel
- Improved company perceptions of how consumers perceive breast implants, specifically in regards to feel and firmness
- Provided additional opportunities for consumer and surgeon marketing related to natural feel
Future Applications

This research methodology can be used in the following ways…

- Provides qualitative insights with quantitative results
- Allows a visual of who are the respondents completing the survey
- Supports any research that requires hands on interaction
- Able to accelerate timing & reduce cost for qualitative / quantitative research
Invitation to Try the Implant “Pepsi” Challenge