



Case Study: How understanding your value proposition helps you focus on stable growth



The client

Genactis is a leading global life sciences research-based consultancy, working with and advising most of the major life sciences, pharmaceutical and biotechnology companies on the marketing development of their products.

The challenge

Genactis has grown steadily over 10 years and has strong plans for continuing with that stable growth. In order to achieve this, the senior management team at Genactis recognised that the business needed to take deliberate action to build its corporate and employer brand and, notably, to have compelling value propositions to influence sales, market positioning and recruitment of the right people for the business.

Futurecurve was invited to undertake work that would help develop a value proposition for the Market Research part of Genactis' business, and to develop value-creating messages that position Market Research and aid brand-building.

Approach and solution

To assist Genactis, Futurecurve used its proven approach to the development of company and sales-level value propositions, the Value Proposition Builder™. This approach works across a number of business areas, including market assessment, value analysis, review of existing service offers, and benefits and differentiation mapping.

In addition to clarifying Genactis' Market Research value proposition, Futurecurve developed the associated messages and recommended communication strategies.



Gary Wield, CEO of Genactis, says that the Value Proposition development process helped the business understand the alignment between what Genactis offers, what buyers are looking for during purchasing, how they subsequently experience value and how this influences further buying decisions.

Results and benefits

Futurecurve was able to help Genactis clearly understand and articulate its value proposition for Market Research. This clarity has helped Genactis align its client value proposition and go-to-market strategies, providing direction on how it needs to move ahead to meet its growth targets.

"I was extremely impressed with Futurecurve's approach. They helped align our go-to-market strategies with our true value to clients, enabling us to position ourselves exactly where we want to be in the marketplace. They were intelligent, professional and excellent to work with." Gary Wield, CEO, Genactis

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