

METAFORTE™: Discover How Your Customers Feel About Your Brand

Developed by the advertising agency LXB Communication Marketing, METAFORTE™ is a proprietary cognitive, metaphor-based research system used to understand how customers feel. Its purpose is to penetrate the mind of the customer more deeply than traditional, verbal-based research, thereby identifying more powerful insights.

METAFORTE™ can be used retrospectively to understand customers' current perceptions of a single brand, a market category and/or multiple brands within a category. Prospectively, METAFORTE™ can help project a vision of an ideal brand.

"We're convinced that a research system like this one will not only contribute to our strategic development but also—and most importantly—offer better support for our current and future clients' brands," said Marc Lacroix, President and CEO of LXB.

Emotions and imagery

Marketing is about understanding customer beliefs and feelings, then using that insight to influence

behaviour. Considering that emotions have a strong effect on human behaviour, emotional insights represent a powerful complement to rational understanding.

Traditional marketing techniques use verbal-based research, which explores the rational side of the brain. In contrast, METAFORTE™—a cognitive research system based on the use of metaphors—focuses on the side of the brain that processes emotionally and through imagery. METAFORTE™ then explores verbatim in order to provide a richer, more comprehensive customer understanding.

The proprietary METAFORTE™ process

The METAFORTE™ Process uses a proprietary system that enables LXB to gain powerful qualitative information from a quantitative number of respondents, in a highly time- and cost-efficient manner. This process makes it possible to study conscious and subconscious feelings toward brands by exposing participants to selected images, taking advantage of people's natural

tendency to express themselves through metaphors. Images are assessed according to their association with the main families of metaphors described in scientific literature. The system also takes into account the speed with which images are chosen, measuring the spontaneity of each answer.

Respondents are then asked to explain their choice of image, again in relation to the brand being surveyed. A lexical aggregator examines their comments to draw overall conclusions. Agency researchers have teamed up with a doctor of semiotics in order to validate and optimize the research system.

By using METAFORTE™ as an integral part of its brand-development approach, LXB expects to create more evocative, customer-relevant brand positioning and creative campaigns with their client partners.

For more information, contact Paul Bergeron at pbergeron@lxb.ca or Patrick Michel at pmichel@lxb.ca.

LXB Communication Marketing Launches LXB Health



Patrick Michel,
Director,
LXB Health

LXB Communication Marketing (www.lxb.ca) has announced the launch of its new division—LXB Health—dedicated exclusively to

the healthcare sector. For over 20 years, LXB has been involved in developing communications for numerous national and international pharmaceutical brands, an expertise LXB now will spotlight by creating the new LXB Health division.

“By pooling our health-related expertise and resources into one centralized management unit, LXB is strengthening its longstanding position in the healthcare sector,” explained Paul Bergeron, Executive Vice President and General Manager of LXB Communication Marketing.

Managing LXB Health is Director Patrick Michel, who most

recently held the position of Account Director at LXB. Mr. Michel has over 10 years of marketing and advertising experience in healthcare, focusing on account management and business development.

“We are confident that Patrick’s experience is an invaluable asset to the development of LXB Health. His strategic flair and in-depth knowledge of the pharmaceutical field played a key role in the launch of this new division,” concluded Mr. Bergeron.

For more information about LXB Health, contact Patrick Michel by e-mail at pmichel@lxb.ca.

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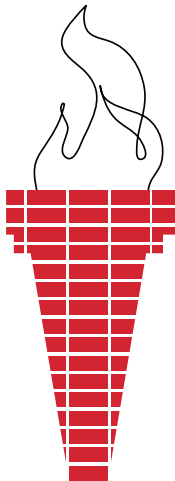
We've moved! The Council for Continuing Pharmaceutical Education moved on April 29, 2010. Please note our new location and internet address:

CCPE
3333 de la Côte-Vertu Blvd., Suite 350
Saint-Laurent, Quebec
H4R 2N1
www.ccpe-cfpc.org
Phone: 514-333-8362
Fax: 514-333-1119
Toll Free: 1-888-333-8362

Nous avons déménagé! Le Conseil de formation pharmaceutique continue a déménagé le 29 avril 2010. Nouvel emplacement et adresse internet:

CFPC
3333 Boul. de la Côte-Vertu, Suite 350
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Bricks and Books 2010



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Join pharma colleagues for a day of leadership development, networking and doing good. Learn from world-class speakers Dr. Peter Jensen, Mike Lipkin and Mark Bowden. We are lucky to have them to ourselves at such an intimate gathering, as they often share the stage with speakers such as former **President Clinton** and **Anthony Robbins**. Developed by pharma for pharma, this volunteer and sponsor-driven project donates all proceeds to **Room to Read**, a charitable organization. Together we will build a school in the developing world. Do good, feel good.

WHEN: Wednesday, October 6, 2010 8:00 AM–3:00 PM
WHERE: Hilton Garden Inn, Vaughan
WHY: You learn and the world learns—do good for others, while you do good for you!
INVESTMENT: Standard rate: \$445 (Early bird rate: up to and including July 1 is \$399)

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