



## CASE STUDY

# New Cytomegalovirus (cCMV) Vaccine

## Business Objective

In the United States 1 in 200 babies is born with congenital HCMV, and 1 in 5 of these will experience illness or long-term complications, such as deafness or intellectual disabilities.

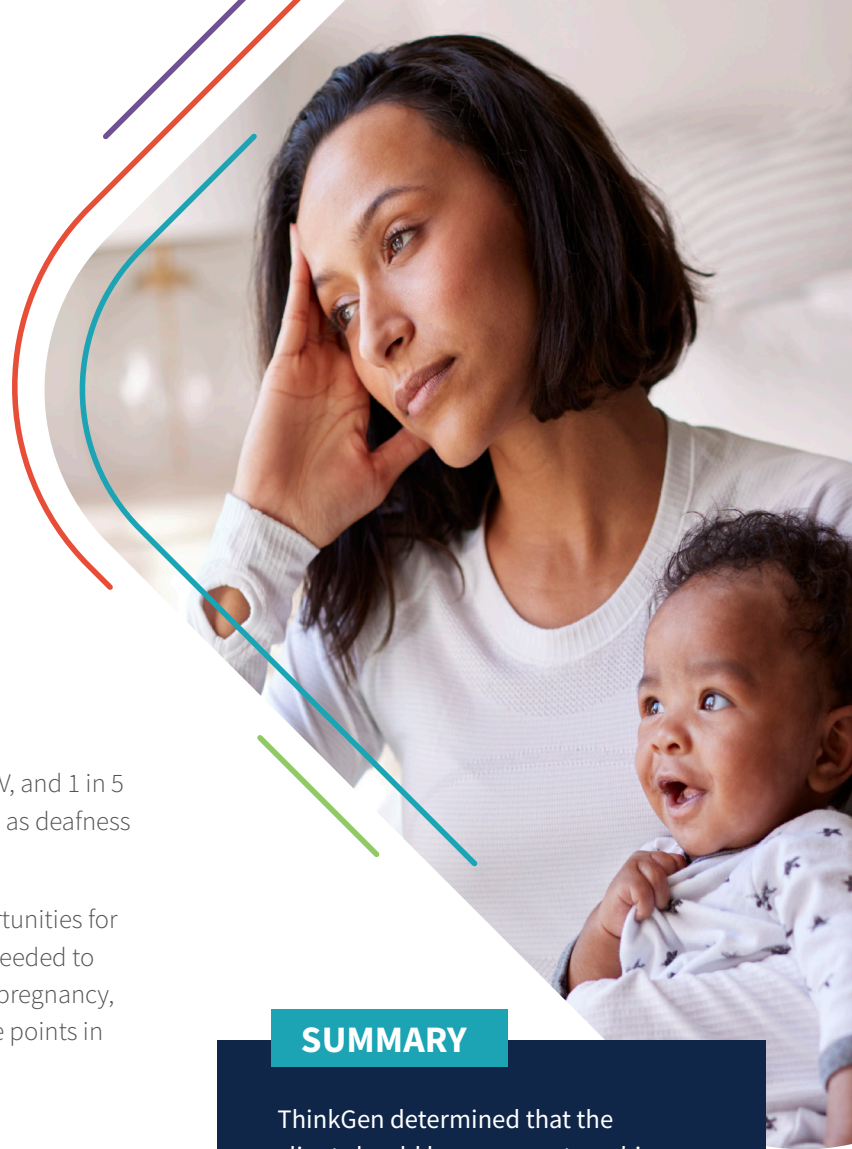
ThinkGen's goal was to map the CMV journey and identify opportunities for a new CMV vaccine. The client investigating new CMV vaccines needed to understand the typical consumer journey in planning a healthy pregnancy, potential interest in and reception of a vaccine, and key leverage points in the vaccine buying process.

## The ThinkGen Solution:

Initially, the approach was to conduct 1:1 interviews with women considering pregnancy or who have a child and moms with a cCMV impacted child, however several respondents affected by cCMV were excellent at articulating their entire journey and we used this opportunity to conduct in-home ethnographic research to generate even deeper insights.

## Results

ThinkGen found that cultural differences matter. In order to succeed, a creative approach to unbranded education would be necessary for broad vaccine receptivity. The results highlighted the importance of leveraging partnerships with women's health advocacy groups.



## SUMMARY

ThinkGen determined that the client should leverage partnerships with women's health groups and the CMV community to reframe the conversation around vaccination away from sexual activity into culturally nuanced ways of preventing future birth defects.

