

2009-10  
Entry Deadline 18th January 2010

# BOBI

## awards

*Best Of Business Intelligence*

British Healthcare Business Intelligence Association

### Entry Brochure

- Engraved trophy for each winning organisation
- Cash prize (£500 Panel-Judged Awards / £250 Individual Awards)
- Peer-recognition for excellence in business intelligence, market research and sales analytics

"In the haste to move from one project to the next, it's often difficult to find time to review the value provided by research. The BOBIs provide that extra bit of incentive to demonstrate clearly that we have more to add than simply producing charts and tables"

"The most fascinating thing was that the marketing team realised how much impact the research had on their plans and that made it easier to get more projects approved – even in other therapy areas"

"The BOBIs allow us to showcase our agency's capabilities & it has promoted better working relationships with clients who have entered with us"

"Only having won an award did I realise that leaders in my company really recognise it as an achievement. It was great to hear congratulations from every angle"

"A relatively straightforward process – reasonable timeframes make it easy to fit entering alongside other work commitments"



insight  
RESEARCH GROUP

Entry brochure produced thanks to a sponsorship grant from Insight Research Group.

For more information visit [www.bhbia.org.uk](http://www.bhbia.org.uk)

# Panel-Judged Awards – Entry Checklist



Does the submission relate to business intelligence, market research or sales research/analytics that has had a significant impact on **UK** pharma business?



Does the submission address the specific focus of the category entered? (The same work may be entered for more than one category as long as a separate submission is written for each)



Have any organisations that should not view the submission been listed on the entry form?



Was the work completed in the last 3 years? (You may submit programmes/projects that were entered for previous BOBI Awards **if** new supporting evidence has become available)



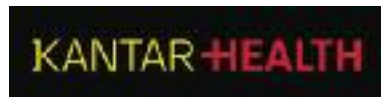
Has approval been obtained from all parties involved (and entry form signed)?



Is the submission in the specified format? (see opposite)

## Best Customer Insight

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**Awarded for an insight or group of insights that had a significant impact on brand strategy**

Focus of this award:

- Importance of the insight to the business
- Research and analytical approach that facilitated the generation of the insight/s
- Recommendations developed and implemented as a result of the new insight/s
- Impact that the insight/s have had on the UK pharma business

## Most Innovative Approach

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**Awarded for the successful implementation of an innovative approach. This may be in primary research, secondary data analysis or forecasting**

Focus of this award:

- Re-applicability of the new approach
- Development of the new approach to meet the business need
- Added insight generated as a result of developing the new approach
- Impact that the insight/s have had on the UK pharma business

## Advanced Analytics Award

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**Awarded for the utilisation, analysis and interpretation of primary and/or secondary data from a number of sources**

Focus of this award:

- Guidance given to the brand team/business as a result of the primary and/or secondary data findings
- Skills exhibited by the individual(s) to combine different data sources
- Implementation of primary and/or secondary data findings to drive UK pharma business results

## Format for entries

1. Executive Summary (max. 100 words)
2. Background – situation analysis
3. Objectives of the research/analysis
4. Approach (including evidence of pharma/agency teamwork where applicable)
5. Fulfilment of objectives
6. Recommendations made
7. Successful outcomes or evidence of impact on the **UK** pharma business

(Maximum 2,000 words excluding executive summary; word document or pdf in black & white only)

Your submission should be emailed to [admin@bhbia.org.uk](mailto:admin@bhbia.org.uk) marked 'STRICTLY CONFIDENTIAL'. A completed entry form should be scanned and emailed with each submission, or sent separately by post to the address shown on the form.

## Timings

**18th January 2010**

Deadline for entries

**12th February 2010**

Finalists notified

**15th February – 31st March 2010**

Judging process

**10th May 2010**

BOBI Awards Dinner – winners announced

## Excellence in Communication Research Sponsored by



### **Awarded for the influence that a research study had on the implementation of a communications campaign**

Focus of this award:

- Approach selected by the agency to research the campaign strategy and materials
- Recommendations implemented and the impact that these had on the campaign
- Impact that the campaign changes have had on the UK pharma business

## The 'More for Less' Award Sponsored by



### **Awarded for the utilisation of existing resources and market research/analytical approaches to deliver insight to the business**

Focus of this award:

- Skill demonstrated by the researcher/analyst to elicit additional insight from existing resources or with limited funding and/or
- Approach utilised to maximise value gained from the research
- Researcher/analyst to demonstrate positive impact that the insight/s have had on the UK pharma business

## Best Sales Effectiveness Research Sponsored by



### **Awarded for research evaluating the effectiveness of sales force channels, whether a specific campaign or the impact of a particular sales team**

Focus of this award:

- Approach utilised by the researcher/analyst to maximise value gained from the research
- Recommendations that were developed as a result of the findings
- Implementation of recommended actions
- Demonstrated impact of the research findings on the brand in the UK pharma marketplace

## Panel-Judged Awards – Key Principles

### Confidentiality

- Steering Committee and Judging Panel members all sign a confidentiality agreement
- Identity of entrants is only disclosed if their entry is short-listed
- Only the 100-word executive summary is publicised

### Objectivity

- 3 finalists in each category are selected by a Screening Panel
- Winners are selected by a senior Judging Panel
- The same set of objective scoring criteria is used at both stages
- Judges have the opportunity to seek clarification/further information from finalists
- Both panels are carefully selected to avoid any conflict of interest and entrants have an additional opportunity to specify organisations they do not wish to view their entry

### Teamwork

- An opportunity to credit all those who have been involved in a successful programme/project
- Entries may be submitted by an agency, client company or jointly as long as all interested parties give their consent
- Where both a pharma company and an agency have been involved, the judges will be looking for evidence of successful teamwork, so joint entries are likely to be favoured

# Entries close 18th January 2010

## Contacts

### Enquiries

Tina Clayton  
BHBIA Secretariat  
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**Email** admin@bhbia.org.uk

### For more information about the BOBI Awards

Visit the BHBIA website to:

- Download extra copies of the entry brochure and entry form
- See more information about the judging process and scoring criteria
- View 'model' submissions and the executive summaries and judges' comments for past winners
- View Frequently Asked Questions about all 3 types of BOBI award

If you would like any advice when planning your entry, please email us to request a call from a member of the BOBI Steering Committee.

[www.bhbia.org.uk](http://www.bhbia.org.uk)

## Individual Awards

### Business Intelligence Excellence Awards

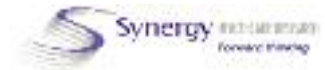
These two awards will be based on your vote – which individual has impressed you most in 2009? Selection of winners will be by a two-stage process as in previous years.

**1st December 2009**

Nominations open

Business Intelligence Excellence  
– Industry

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**31st January 2010**

Nominations close

**14th February 2010**

Voting opens (BHBIA  
members only)

Business Intelligence Excellence  
– Agency

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**31st March**

Voting closes

### Best Newcomer Awards

For these two awards candidates will enter a practical simulation exercise/case-study. This successful new format was adopted last year and involves a one-day event, offering newcomers (less than 3 years in a business intelligence role) to demonstrate their ability and potential in front of a specially selected panel.

**1st December 2009**

Entries open

Best Industry Newcomer

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**18th January 2010**

Entries close

**19th March 2010**

Selection event

Best Agency Newcomer

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