



Best Customer Insight

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JUDGES' COMMENTS ABOUT THE 3 SHORT-LISTED ENTRIES

Testing Times: How market research insights into prescriber motivations and healthcare branding helped Pfizer overcome resistance to a new HIV therapy

Synergy Healthcare Research/Pfizer

This entry demonstrated both excellent cross-functional working within Pfizer, and an excellent integrated relationship with the research agency, which resulted in an innovative and comprehensive approach to a complex issue. The judges also felt that this entry strongly demonstrated how deep behavioural insights can lead to clear recommendations which can have a fundamental impact on the way brands are marketed.

Customer Insight Saved the Day: how research identified the most effective strategy for a major cardiovascular brand

sanofi-aventis/Bristol-Myers Squibb/Synergy Healthcare Research

The judges believed this to be a broad and holistic approach to a common problem experienced by an increasing number of brands. The broad research resulted in tactical and measurable recommendations, which allowed the marketing strategy to be aligned to the research insight. The impact to the business is clearly demonstrated through the shaping of strategy it has facilitated across several departments.

What Not to Launch

Pfizer/TNS Healthcare

The judges felt this was a clear, well written entry regarding an interesting dilemma faced by the marketing team. The approach adopted for the research, was able to uncover the HCP's reasoning behind their current behaviour to meet the objectives of the project. The research resulted in concise and focussed recommendations that clearly had an impact on the business.

WINNING ENTRY

Testing Times: How market research insights into prescriber motivations and healthcare branding helped Pfizer overcome resistance to a new HIV therapy

Synergy Healthcare Research/Pfizer

Executive Summary:

Celsentri was launched for HIV with a fully funded tropism test to identify suitable patients – but resistance to testing led to much lower Celsentri sales than expected.

Research provided many key insights including:

- HIV doctors' job satisfaction from their expertise selecting antiretrovirals was undermined by the need to test if patients are suitable for Celsentri
- This internal motivation was magnified by high patient empathy (external motivation)
- Celsentri and the tropism test are two faces of a single brand experience.

Insights led to testing integrated into customers' clinical routine and Celsentri sales almost tripled.

Judges comments about why this entry stood out:

The judges felt unanimously that this was the winning entry in this category as it demonstrated both excellent Cross-Functional working within Pfizer, but also an excellent integrated relationship with the research agency. This close working relationship, which was further improved by integrating the Pfizer models for effective market research, resulted in an innovative and comprehensive approach to a complex issue.

The judges also felt that this entry strongly demonstrated how, deep behavioural insights can lead to clear recommendations which can have a fundamental impact on the way brands are marketed