



## **Excellence in Communication Research**

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### **JUDGES' COMMENTS ABOUT THE 3 SHORT-LISTED ENTRIES**

#### **Cracking research deliver corker for counterfeit campaign *Pfizer/TNS Healthcare***

- The judges were very impressed with the quality and clarity of this entry
- A targeted well organised piece of work both in terms of the research programme and the submission
- The recommended methodology fitted well with a cost pressurised environment in both time and cost per interview
- The research supported the client in developing a very impactful and effective communication campaign

#### **Bone idle to a bone of contention: a shift in customer attitudes through effective communications *Shire Pharmaceuticals/Branding Science***

- The combination of external research and thorough investigation of internal stakeholder views made this submission stand out
- Using the findings from the internal perspective on the brand to mould the external research was a very positive feature
- Methodology was clear and well structured with the use of numerous well planned creative techniques
- The research formed a basis for the strategy of a strong and effective communication campaign

#### **Heart of the Matter – Engaging and empowering general physicians in the management of acute coronary syndrome *TNS Healthcare/Elisabeth Roscher-Nielsen, on behalf of sanofi-aventis***

- The research approach was well thought out, with the end objective in mind from beginning
- Recommendations were clear and implemented almost to the letter by the client
- The interface between the agency and client seemed measured. It was well paced with the client with each stage of the research having a clear objective and structure from which to roll into the next phase
- The research particularly looked at the emotional impact and was able to use techniques and provide the client with information in a very clear way that was implemented and could be clearly seen in the changes to the final communication

## **WINNING ENTRY**

### **Heart of the Matter – Engaging and empowering general physicians in the management of acute coronary syndrome**

***TNS Healthcare/Elisabeth Roscher-Nielsen, on behalf of sanofi-aventis***

#### **Executive Summary:**

The overall aim of this research was to guide the development of a sales aid that motivated general physicians to take greater ownership of patients with unstable angina, and ensure treatment guidelines were followed.

Given the low UA engagement, general physicians' key motivations were uncovered in order to target the heart strings of customers within the campaign. Sales aid redesign focussed on clear research insights, interlacing these physician motivations, namely stimulating ownership, adding clarity and demonstrating real reward for general physicians. The changes recommended have all been incorporated into the new sales aid, with positive feedback from the brand team, and, most importantly, a visible impact on customers.

#### **Judges comments about why this entry stood out:**

Each phase was well thought out, with a clear objective and structure. Recommendations were clear and the research changed the direction of the communication through its integration not only with the clinician but as importantly the client and sales representatives.