



## **Most Innovative Approach**

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

#### **Failing to stop**

***Pfizer/Adelphi Research UK/Truth Consulting***

We liked the idea of bringing two agencies together and combining semiotic analysis with qualitative interviews. The reasons for doing so were clearly communicated and the paper demonstrated the value of bringing together information and understanding from different disciplines.

#### **How market research can be at the cutting edge of social change – the value of collaborative partnerships**

***Healthcare Research Partnership/NHS Greater Glasgow & Clyde/Schering-Plough/Bayer Schering Pharma***

This is clearly a nice piece of research that has been well thought through, with input from many parties and has led to some valuable recommendations. It is great to have such widespread interest in and acceptance of MR and to have the findings published in a peer reviewed journal, as well as being used in the NHS to drive change.

#### **Buzz metrics – using consumer experience to influence marketing decisions**

***Pfizer/Nielsen Online***

This was a smart, cost-effective piece of research, with demonstrable business impact. Innovation was shown in 2 ways – overcoming internal challenges with a pragmatic solution, and learning from the consumer using an emerging methodology to monitor on-line discussions.

## **WINNING ENTRY**

### **Buzz metrics – using consumer experience to influence marketing decisions**

***Pfizer/Nielsen Online***

#### **Executive Summary:**

The ever-expanding community of internet chat-rooms and bulletin boards contains a wealth of spontaneous real-world experience about our medicines, written by patients, for patients. It's a potentially rich source of language and behavioural insight, tapped extensively by FMCG companies, but which has effectively been off-limits to the pharmaceutical industry because of the legal requirement to "make every effort" to follow up all adverse events found.

This project demonstrates that making small innovative steps in project processes allowed access to the full power of this new on-line information and methodology, and significantly influenced an important marketing decision.

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

This paper was a unanimous and clear winner. It demonstrated innovation in two ways:

- overcoming internal challenges to the research, which BI/MR face on a regular basis and delivering a pragmatic, practical solution;
- learning from consumer, in using an emerging methodology to monitor on-line consumer discussions. (consumer generated media).

Overall we felt it was a smart, innovative, cost effective piece of research, which demonstrated the business impact and could be used elsewhere in the business.