



Best Customer Insight

Sponsored by Kantar Health

WINNING ENTRY

The Golden Compass - Directing Success

Novo Nordisk Ltd / Healthcare Research Worldwide

Executive Summary:

Novo Nordisk was looking to bring their new type-2 diabetes product Victoza to market; a significant launch and step change from current treatments available in a competitive market.

A research programme was implemented by HRW throughout 2009 incorporating quantitative analysis of the potential target audience based on secondary data analysis and in-depth primary research of this group.

This allowed identification of key customer segments and the development of a targeted promotional mix as well as focusing training for the sales force to identify segments and deliver tailored messages with impact.

Continual feedback to marketing via the CRM system allowed more prospects to be turned into prescribers and a DFU ensured consistency across stakeholders – giving patients the benefits of Victoza whilst delivering a sales vs. target result of 149.7% within a changing NHS.

Judges comments:

The judges felt this to be a thorough approach to an interesting launch scenario. They were impressed by the cross functional working within both client and agency to deliver a good example of impactful segmentation, which was actively adopted and demonstrated real impact.

The judges decided, that the way, the research penetrated many aspects of the product launch, from sales force training to CRM inclusion clearly demonstrated how the insight 'lived' through the period. The success of this can be seen in the outstanding sales figures the brand achieved in the launch weeks.

RUNNERS-UP (Judges comments):

Suits and Sensibility..... Because NHS Managers are People Too

The Consortium / sanofi-aventis

The judges felt this to be an interesting project dealing with an issue experienced by most clients. They felt the quality and clarity of the entry to be good throughout, with an innovative approach to research.

Unleashing the Power of the Patient

Bristol-Myers Squibb Pharmaceuticals Ltd / Adelphi Research UK

This entry was considered to be a comprehensive and innovative approach in a complicated and emotive market. The research demonstrated gaining a wealth of insight into the customers,