



Most Innovative Approach

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WINNING ENTRY

Unlocking new business opportunities with grass roots discussions

Pfizer Ltd / The Leading Edge

Executive Summary:

Pfizer needed to better understand community pharmacy, their use of smoking cessation services and where Champix fit in, if at all! There was a long list of knowledge gaps, a need to engage partners across the business and to ensure all were enthusiastic and bought into the recommendations.

The answer was an innovative technique, inspired by the cafes in the revolutions of France where small groups discuss a specific question and then cross-pollinate ideas between groups.

The market research results have improved the strategy for Champix at both a national level and a local level.

Judges comments:

We really liked the simplicity of this research technique and the paper explained the well how this form of research ran. The research technique was clearly explained and fulfilled the objectives.

The specifics of the research were detailed and clearly concluded the level of satisfaction of the pharmacists.

RUNNERS-UP (Judges comments):

See you hear, there, everywhere

sanofi-aventis / Hall & Partners

The research was a highly appropriate technique for the research objectives. The findings were robust which were applied well and carried through to the communication strategy.

From silos to halos: a case study in collaboration

AstraZeneca / Naked Eye Research / McKinsey & Co / Insight Research Group

This piece of research is definitely innovative, although the use of ethnographers has been used before it was novel to use them along with other agencies.