

BHBIA Awards – Best of Business Intelligence
Example entry

Best Sales/Marketing Effectiveness Research

NOTE: This example illustrates **one** possible approach that could be taken for entries into the Best Sales and Marketing Effectiveness category.

In this case the focus is on research that explored why the existing approach was sub-optimal, and facilitated development of a new campaign to maximise sales and marketing effectiveness.

Other approaches might focus more specifically on research *evaluating* the effectiveness of sales or marketing channels – for example including a detail follow-up study to assess sales force effectiveness.

Executive Summary

Redefining a market to increase commercial opportunities

Research was conducted to identify how to maximise the effectiveness of sales and marketing approaches for a brand competing against highly effective competitors.

Qualitative research was conducted to explore the language used by GPs, their unmet needs and their perceptions of the disease process in this therapy area. Research also included a patient history study to capture details of recent patients seen by the GP and the issues that affected their management. Research also explored the communication materials used which, at the time, focused on the clinical benefits of the brand vs competitors.

Research identified significant opportunities for placing much greater emphasis on the way in which the brand affected the disease process. Furthermore, GPs were helped to understand that the use of symptomatic treatments- though clinically effective - could lead to a 'vicious circle' in which patients might repeatedly re-present. The brand therefore gave GPs the ability to 'break this vicious circle'.

By reframing the nature of the disease, research contributed to a significant increase in sales and laid the foundation for a subsequent successful transition into the OTC market.

Category Entered: Sales/Marketing Effectiveness

Title of Entry: Redefining a market to increase commercial opportunities

Background – Situation Analysis

Nizoral shampoo was originally an Rx only brand, marketed to GPs and competing against topical steroids such as Betnovate Scalp Lotion. GPs felt that the flaking skin causing seborrhoeic dermatitis is similar to eczema and therefore a topical steroid would be the most effective treatment for the condition. Moreover, patients who relapsed tended to be put on repeated courses of the topical steroid automatically, with limited opportunity for Nizoral Shampoo to break into this cycle of patient management.

Research Objectives

Identify opportunities to maximise effectiveness of sales/marketing activities for Nizoral Shampoo

Approach:

Qualitative research was conducted to explore the language GPs use, their unmet needs and their perceptions of the disease process in patients with scalp conditions which they felt required treatment with a topical steroid. Research included a patient history study to capture details of recent patients seen by the GP and the issues that affected their management. Research also explored the communication materials used for Nizoral shampoo which, at the time, focused on the clinical benefits of the brand vs topical steroids.

***Fulfilment of research objectives**

Research identified that GPs were unaware of the importance of fungal infections in these patients, and so the emphasis was moved away from purely selling the clinical benefits of Nizoral Shampoo to a campaign which educated GPs as to the true underlying cause of seborrhoeic dermatitis – for which a fungal basis has now become well accepted.

***Recommendations**

GPs were helped to understand that the use of topical steroids in the management of a fungal condition could be a 'vicious circle' in which patients might repeatedly re-present. Nizoral Shampoo gave GPs the ability to 'break this vicious circle' which encouraged re-evaluation of patients hitherto receiving several courses of topical steroids each year.

***Successful outcomes/impact on UK business**

By redefining the patients for whom Nizoral Shampoo should be used and reframing the nature of seborrhoeic dermatitis, research contributed to a significant increase in the sales of Nizoral Shampoo in the prescription market and laid the foundation for a subsequent successful transition into the OTC market, and broadening of usage into dandruff as an important contribution to extending the brand lifecycle.

**As this is a real example, confidentiality precludes the inclusion of further details of the findings and the commercial impact of the research.*

BOBI entries will be expected to provide more specific information in these sections (see other example entries for guidance on level of detail required)