

## **Twice the Challenge in Communications Research**

*Winner: Excellence in Communication Research*

### **Executive Summary**

A representative detail is the primary means by which a pharmaceutical company communicates with its customers when promoting a product. Communications Research plays a critical role in ensuring that this resource is optimally designed and deployed to maximum effect. This task is made especially complex when the marketing strategy for a single brand demands the development of two separate details, with different aims and objectives, to be used by the sales forces of two different pharmaceutical companies, with differing sales cultures. In this challenging context, research that genuinely demonstrates 'Excellence in Communication Research' is required.

### **Judges' Comments**

This entry took on an increasingly common challenge facing our industry; [that of co-promotion of a single brand] and built a research programme to tackle this head on.

Dove-tailing detailing with multiple sales force is always complex - even more so when there are two companies involved. This research was impressive because it employed solid thinking in the face of a challenging backdrop. The approach adopted was thorough, avoided the easy option, and the end results demonstrated just what a difference research can make.