



Creative Fieldwork Team of the Year

“The Sermo Team is pleased to sponsor the 2023 BOBI Award for ‘Creative Fieldwork Team of the Year’. This award closely aligns with our daily mission to bring a creative lens to fieldwork in order to deliver high-quality data for our healthcare partners, and we are proud to support and recognise these achievements within our industry.”

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Awarded to a team for the most creative response to the BHBI’s ‘Request for Proposal’ in a fantasy tender


About the Creative Fieldwork Team of the Year Competition

This competition is designed to let our members’ fieldwork capabilities shine. By asking teams to respond to a ‘Fantasy Fieldwork’ Request for Proposal, we create a level playing field where everyone has the same chance to showcase an ideal field approach, regardless of their company’s actual resources or size.


This year’s brief was in the area of Asthma. A fictitious market research agency was seeking a dedicated fieldwork partner or in-house fieldwork team to meet their data collection objectives for a research project in this disease area. Teams could choose whether to respond to the qualitative or quantitative section of the brief. In both cases, a complex set of sample requirements and delivery options needed to be considered and entrants provided a detailed proposal, with costs and timelines demonstrating their creativity in how the fieldwork would be executed.

The BHBI are very grateful to the organising and judging team who put in many hours of hard work to devise the RfP and assess the entries. We also thank all the entrants for taking the time to showcase your expertise and creativity.


Highly Commended Teams:




Ewa Nalewajka
Just Worldwide Ltd



Gosia Borowska
Just Worldwide Ltd




Shauna Ipero
Just Worldwide Ltd




Ranj Hayre
Just Worldwide Ltd


Supporting team:
Sarah Bennett
Just Worldwide Ltd




Lucy Doorbar
LDA Research




Thomas Downe
LDA Research




Rachel Barnes
LDA Research




Fatima Mitha
LDA Research




Viviana Horwood
LDA Research




Ewan Crosbie
LDA Research




Hannah Brown
M3 Global Research




Laura Haxton
M3 Global Research




Jessica Henshaw
M3 Global Research




Tanja Merz
M3 Global Research




Georgie McDonald
M3 Global Research




Tom Pugh
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Ross Anderson
Research Partnership




Adam Clayton
Research Partnership




Caroline Walter
Research Partnership




Tia Aromona
Research Partnership



Tamara Burke
Survey Healthcare Global



Ferruccio Guglia
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Simona Vilkaite
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Supporting team:
Kate Maul
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