

BOBI real-life submissions – judge scoring scheme

Category specific elements:

Most of the marks (around 80%) are for the elements that are specific to the award you are entering. These are listed below for each category. Each of the 6 elements has equal weighting in the scoring scheme.

Please also consult the descriptive text on the main page for each award and the FAQs/Entry Tips section for further guidance.

Best Business Impact

1. Appropriate stakeholders involved in the project
2. Strong methodology used to generate results
3. Guidance given to the brand team/business as a result of the findings
4. Evidence of a change in strategy that resulted from the findings
5. Impact on the UK client business that is clearly linked to business intelligence
6. Significance/ magnitude of the impact on the UK client business

Best Use of Innovation

1. Appropriate stakeholders involved in the project
2. How innovative was the approach?
3. How well was the innovative approach developed/ tailored to meet the business need?
4. Added insights that wouldn't have been revealed using a traditional approach
5. Strong and positive client reaction / feedback
6. Impact on UK business / patients / NHS has been clearly demonstrated

Best Patient-Centric Approach

1. Appropriate stakeholders involved in the project
2. Demonstration of commitment to true engagement with patients
3. How the approach generated insights into patients' experiences and needs
4. Recommendations that will aid patient-centric decision-making
5. Demonstration of impact in influencing a UK client's patient-centric strategy
6. Significance/ magnitude of the impact on patients

Best Customer Insight

1. Appropriate stakeholders involved in the project
2. Strong methodology used to generate results
3. Demonstration of importance of the insight to the business
4. Guidance given to the brand team/business as a result of the findings
5. Evidence of a change in strategy that resulted from the findings
6. Impact on UK business / patients / NHS has been clearly demonstrated

The Chair's Award: Best Response to COVID-19

1. Appropriate stakeholders involved in the project
2. Strong methodology used to generate results
3. Guidance given to the business as a result of the findings
4. Evidence of a change in strategy in response to COVID-19 and/or other relevant strategic actions that resulted from the findings
5. Demonstration of beneficial impact on influencing a UK client's response to the COVID-19 pandemic and/or demonstration of how the adapted methodology was successful in achieving its objectives
6. Impact on the UK business / patients / NHS has been clearly demonstrated and shown to have the potential to extend beyond the immediate post-COVID period

Presentation elements:

A small number of marks (around 20%) are for presentation-related elements. These are listed below. Again, each element has equal weighting.

1. Slides are clear, engaging and tell a story
2. Style is clear, concise and there is no unnecessary jargon
3. There are enough details to understand the submission
4. Visuals are appropriate and charts are properly labelled

Penalty points:

A small number of points will be deducted if you do not include the mandatory elements - Executive Summary and Winner's Statement or if these exceed the specified limits.

There will also be a penalty if you include video/animation that's longer than the specified overall time limit.