



best of business intelligence

Best Customer Insight

Awarded for an insight or group of insights that had a significant impact on brand strategy. Entries are open to projects in any area of business intelligence.

Focus of this award:

- Research/analytical approach that facilitated the generation of the insight/s
- Recommendations developed and implemented as a result of the new insight/s
- Clear evidence of tangible positive impact on the UK client business, patients and/or the NHS

Finalists:

Walking in their shoes: Assessing the opportunity for patients with severe atopic dermatitis



James MacLeod
Red Leaf Research



Steve Lowery
Red Leaf Research



Philippa Hammerton
Red Leaf Research



Paul Ward
Sanofi UK

Executive Summary

Mention eczema to someone and most likely they will think of a rash or mild discomfort. At the severe end of the disease however it can be utterly devastating, ruining lives both physically and psychologically.

In order to prepare for product launch in severe atopic dermatitis (AD) research was undertaken to understand the nature and size of the opportunity as well as to understand what living with severe AD is like.

The findings of this project provided multiple insights including product positioning guidance, target customers but critically also allowing Sanofi stakeholders to really appreciate what it means to have severe AD.

Keep calm and carry on – When tried and tested research techniques can deliver robust and impactful insight



Paul O'Nions
Sanofi UK



Sarah Yates
Sanofi UK



Claire Jackson
Adelphi Research UK



Claire Nelson
Adelphi Research UK

Executive Summary

Launching Toujeo into an increasingly competitive and complex insulin market posed a significant challenge for Sanofi for both their new and existing brands. Adelphi were commissioned to conduct this pivotal insight research to provide Sanofi with accurate and robust data which could be utilised to influence key strategic decisions to ultimately drive the success of their insulin portfolio. The research was conducted using tried and tested research techniques to provide Sanofi with clear insights which went on to support them to devise and implement a hugely successful launch of Toujeo in the UK marketplace.

Patientcentricity in action – How the patient can be the driving force of brand strategy when truly brought to life for the brand team



Audrey Lugris-Turner
Sanofi UK



Rebecca Marshall-Clarke
Adelphi Research UK

Executive Summary

How delivering in-depth patient insight in ways a newly formed team could assimilate rapidly, believe in intuitively and act on instantly led to a successful brand launch.

The insights provided were critical at every stage of launch preparation and have given Praluent a flying start.

Despite lack of clinical differentiation, and a pre-launch period that was reduced by six months, patient insights were used to; shape strategy, guide fieldforce strategy and targeting, shape added value offerings that create positive differentiation and guide positioning to optimise access.

“Sanofi is delighted to sponsor the award for Best Customer Insight. We are particularly interested in encouraging and highlighting work that seeks to gain a real understanding of the customer environment and their issues, patient need and then harnessing that for genuine innovation and strong implementation.”

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