



best of business intelligence

# 'Agency of the Year'

Awarded to an Agency/Consultancy in any area of business intelligence following a 2-stage selection process (panel-judging followed by a BHBI members' vote).

Companies were asked to describe their offering, with a focus on **Differentiation, Innovation, Success** and **Aspiration**, explaining what makes their company special and including endorsement from a client partner.

## Finalists:



### Adelphi Research UK

#### The judges said:

Adelphi's entry was very clear and very well written.

This is an agency pushing innovation and continually trying to find new ways of improving what exists already. They are innovating new techniques, approaches and services to meet the changing needs of the industry. They provided excellent, explicit examples to illustrate every aspect of the parameters requested in the entry. The internal process of re-branding appears to have had a real, positive impact on client work with an ultimate impact on patient outcomes. They also gave a great picture of the work-life balance and strength of the team spirit, which included the company's support of local charities.



ADELPHI RESEARCH UK



### HRW

#### The judges said:

This was a great and positive description of life at HRW.

They provided clear, focussed answers which gave a good demonstration of the skills and focus of the agency. The entry demonstrated their measurement of client experience through satisfaction questionnaires, outlined their peer recognition and quantified their achievements. Clear case studies were provided, including areas for potential development which were tested out by self-funded studies. The results of one of these were shared openly with the whole BHBI community. They are clearly pushing the boundaries to find new approaches to research. At the same time there was a balanced focus on the needs of their clients, and those of the HRW team.



accessing reality



### Kantar Health UK

#### The judges said:

The submission from Kantar was a great summary of a company with a huge breadth of expertise and experience. They outlined their investment in their junior staff development and training programmes, as well as how they're solving research challenges like respondent engagement. They provided clear examples of how 'big picture' thinking combined with attention to detail, underpins their research. They clearly demonstrated that they put themselves in their audiences' shoes and deliver insights which really have a big impact for their clients' business. Creative use of infographics and gamification which differed from other agencies, was clearly demonstrated. The 'Times 100 Best Small Companies to Work For' was an example of industry recognition which endorsed their claim that it is a great place to work.

KANTAR HEALTH



### Synergy Healthcare Research Ltd

#### The judges said:

Clear, strong and compelling examples of innovation, success and aspirations for the future of the agency were included at every turn in Synergy's entry. They have combined science with 'standard' research techniques in very different, very effective ways. They consistently gave excellent and explicit examples of how their insights had a really positive impact – not just for their clients' business, but critically, how those insights have led to strategic decisions which in turn had beneficial and direct effect on patients' lives. Their entry was unique in this respect. Being a smaller company is obviously not an issue for Synergy, who are clearly doing an excellent job for all their clients and whose team are very proud of their successes.

Synergy HEALTHCARE RESEARCH

"MSD is delighted to sponsor the 'BOBI Agency of the Year'. MSD is commitment to driving innovation, integrity and excellence in market research and business Intelligence, this award recognises the agency that excels in delivering actionable insights though successful collaboration and partnerships with clients."

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