



best of business intelligence

Best Business Impact

Awarded to the project that is most able to demonstrate a significant impact on the UK business. Entries are open to projects in any area of business intelligence.

Focus of this award:

- Guidance given to the brand team/business as a result of the findings
- Evidence of a change in strategy that resulted from the findings
- Demonstrable and significant impact on the UK client business that is clearly linked to business intelligence

Finalists:

Clarity from the Crystal Ball: how targeted design and impactful outputs helped Boehringer forecast the future



Katy Irving
HRW



Lucy Wates
HRW



Faye Holmes
HRW



Yuuki Ochiai
Boehringer Ingelheim Ltd

Executive Summary

With a global forecast that didn't meet their needs and rapidly changing competitive environment with multiple new agents and limited secondary data; the Boehringer UK respiratory team were flying blind. They needed a forecast that reflected the granularity of the competitive marketplace.

Using an engaging online survey, share triangulation, and an emphasis on clarity and simplicity throughout, HRW worked with Boehringer to populate their forecast with numbers so accurate that they have correctly predicted current share, and also provided rich market understanding with wide-ranging strategic and tactical applications; saving over £1.9 million per year in promotional spend through smarter targeting.

Turning long term aspirations into short term reality: Helping Epaderm become pharmacy product of the year in 2016



Dr Pamela Walker
Incite Marketing Planning



Kieran Gormley
Mölnlycke Healthcare

Executive Summary

In 2015, Epaderm became the fastest growing brand in the OTC Dry Skin category, surpassing £2M in retail sales. In January 2016, Epaderm was awarded pharmacy product of the year.

Mölnlycke's long-term aspirations became business reality through a number of initiatives developed with Incite. Segmentation and consumer targeting strategy directly informed marketing initiatives and specific tactics, including:

1. Compelling trade selling story securing renewal of a major contract with a leading pharmacy chain
2. In-store promotions driving brand awareness and trial
3. Targeted social media campaigns to reach key segments effectively and efficiently
4. Packaging optimisation to increase consumer confidence

To be, or not to be? Assessing the potential uptake of psychiatric intensive care training courses for junior doctors and nurses



Sue Thamia
Synergy Healthcare Research



Charlotte Heron
Synergy Healthcare Research



Alice Grimmette
Synergy Healthcare Research

Nicky Field
King's College London

Executive Summary

Setting up academic courses for healthcare professionals requires considerable expense and outlay of resources. When designing a new course on best practice in psychiatric intensive care, how do you know if healthcare professionals will actually want to enrol?

From a business perspective, is it a viable idea?

Research was required to assess the demand for such a course, the key target markets and potential size of uptake.

Research conducted amongst junior doctors and mental health nurses provided robust, clear conclusions on the likely uptake of the course, which enabled quick, clear, cost-effective decisions to be made about the course's future.

"Janssen are both delighted and proud to sponsor the BOBI award for – 'Best Business Impact'. Janssen is a company that strives to deliver innovative solutions to our customers every day and is guided by the well-known Johnson and Johnson Credo. The BI Team at Janssen UK are committed to providing insights that deliver tangible value to our customers and to the business, so we are pleased to support an award that raises the profile of BI and recognises the business impact that true insight can bring."

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