



# 'Agency of the Year'

Sponsored by



## Winning Team:

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 BHBA 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."

### Winning team's short summary of their entry:

HRW is built on **great people** working in an **empowering environment**, producing **impactful outcomes** for clients.

#### Our strength is our people

- We have **big agency capabilities**, yet maintain small agency spirit, passion, and pride.
- We have a **dynamic team of great people from multi-disciplinary backgrounds** (consumer, pharma, biologic and social sciences); applying lateral thinking to problems
- We **build on people's strengths**, encouraging everyone to explore areas that excite them – providing our clients with a passionate team of area experts who find fulfilment in their roles!

#### Empowering environment

- We foster **knowledge-sharing**; our team work across qualitative and quantitative, seamlessly with in-house specialists from statistics, programming, and analytics. We pull on the collective intelligence using company-wide brainstorming to design approaches to research questions and ensure our recommendations are the very best
- We feed our **passion for innovation**; horizon-scanning for new trends and running self-funded studies to pilot approaches before recommending them to clients – inching us ever closer to deeper insights for our clients
- We're **committed to building and maintaining long-term strategic partnerships** with our clients and network of trusted partners. **Business units focused on key accounts** enable consistent teams that build knowledge of client portfolios, ways of working and stakeholder expectations.

#### Delivering impactful outcomes for our clients

- We're **passionate about delivering robust research** with the right mix of big picture and granularity, grounded in sound understanding of the underlying science; instilling confidence in the results
- We **translate findings into strategic and tactical recommendations** – we don't sit on the fence: we are incisive and concrete, giving clients actionable direction.
- We **champion robust and impactful findings delivery** to help raise the profile of our insights clients with internal stakeholders – including dynamic multimedia outputs, workshops and interactive deliverables (we supported this crusade by running two BHBA training sessions on the topic in 2015!).