



# Best Customer Insight

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## Winning Entry:

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



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### Entrants' short 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.

### What the Judges said:

"An excellent example of agency and client **working together** over a programme of research with **very impressive results**. For Global to recognise the UK and to ask them to take the lead shows the **impact of the insights on the strategic direction** for the brand."