



Most Innovative Approach

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Winning Entry:

Turning the tables: How 'in-the-moment' mobile forecasting revealed a winning strategic direction for a new product and ensured a successful launch in a complex and highly competitive market



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Entrants' short summary

With the odds stacked against a new product in a complex, competitive market, Boehringer Ingelheim needed insights that traditional market research methods just couldn't touch. Which patients? What type? How many? What the brand team didn't expect was an approach that captured prescribing intent with such precision that it turned round conventional thinking and elevated a 'simple forecast' to a robust, compelling evidence base for a winning strategic direction. Powering fresh momentum, confident decisions, more impactful customer engagement and better informed physicians, the 'in-the-moment' clarity of mobile forecasting proved the albeit unanticipated driving force that ensured a successful launch.

What the Judges said:

"The study outlined in this paper approached a **very real and long-standing research issue** faced by pharma companies and **utilised an innovative solution to provide superior results**. The judges unanimously felt that this was a study that they themselves would have been proud to be associated with."