BOBI awards

best of business intelligence

The 'Optimising Engagement' Award

Awarded to the project that best brings business intelligence to life and engages key stakeholders to action that would not have happened had it not been for the findings of the research/analysis.

Focus of this award:

- Clear evidence of how the research methodology/analytical tools used generated more engagement in the findings than would typically be expected of work of its nature and how this was achieved
- How findings were brought to life – potentially involving group working or multimedia approaches
- How research/analysis led to actions within the UK organisation that went beyond those initially planned, such as a change in tactics, or supported the brand team or sales management in driving change with external stakeholders e.g. global strategy, the NHS
- Potentially also how the findings were made to live on in the organisation and guide future thinking and strategy

Finalists:

Customer segmentation – a fully integrated approach in gastroenterology

Toby Beusnard-Bee
Kantar Health UK

Amy Romay
Kantar Health UK

Stewart West
Janssen

Executive Summary
In 2016, with the launch of a new indication in Crohn's disease on the horizon, Janssen needed to understand a new customer group – gastroenterologists – and to develop a strategy to optimize their communications across a multitude of channels with these physicians. Communications needed to be built on the values and needs of the customers to ensure that each interaction was as tailored as it could be.

A gold-standard, multi-staged research programme delivered deep insight, a robust segmentation framework, direction on communication excellence and a platform for future insight-generation and high quality customer interaction input and metrics.

All hands to the barricades to deliver campaign success

Audrey Lugris-Turner
Sanofi

Claire Nelson
Adelphi Research UK

Rebecca Marshall-Clarke
Adelphi Research UK

Executive Summary
A story of how hands-on engagement of brand team, creative agency and salesforce overcame global scepticism and worked against the clock to create a campaign that drove significant growth.

By working together, the teams truly understood each other's needs and those of the customer to develop a sales aid that enabled the salesforce to drive customer adoption and prescribing forward, within the first three months of launch – generating a six-fold increase in volume sales.

Action Stations – A new and infectious approach to engage participants

Vivienne Farr
Narrative Health

Sandeep Patel
MSD

Executive Summary
Two important threats to our future have recently been brought to our attention:

- The Prime Minister has warned that the rise of the superbug could lead us to return to the Dark Ages
- The BHBIA have highlighted the urgent need to address participant engagement before it's too late…

Our paper attempts to tackle both problems by:

1. Showing how our approach allowed MSD to co-create solutions that could work with the NHS in the fight against antimicrobial resistance
2. And through the innovative application of behavioural sciences and psychological hacks, participation was infectious, engagement heightened and ultimately resistance was futile!

"Adelphi Research UK is thrilled to sponsor the new BOBI award for 'Optimising Engagement'. This award embodies our core ethos of bringing insights to life and inspiring key stakeholders to take action. We are delighted to sponsor an award that encourages researchers to generate robust insights and impactful outputs that truly engage stakeholders and in turn influence brand strategies by inspiring brand teams to take action."

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