



Most Innovative Approach

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Winning Entry:

Real collaboration in a virtual world



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Entrants' short summary

Janssen had developed two critical training modules to support safe use of their new haemato-oncology product. To stand out and effectively deliver this training in a competitive environment, they used a novel approach; virtual reality.

Many can be drawn in by the 'whizziness' of VR, but to really optimise training outcomes HRW and Janssen needed to get beyond the 'wow factor' to the real lasting impact. Research using cross-industry collaboration with technical experts, and subtle but important innovation at each stage, delivered insights that went beyond the objectives; ensured optimal implementation in the field and supported publication of the results.

What the Judges said:

"A thought provoking piece of research that had obvious benefits to the company and the brand. **Clever use of technology** and of customer segmentation meant that the agency was able to deliver **real insights** to the brand team that helped with the implementation of virtual reality and delivered a smooth transition to this technology. **Good collaboration with various stakeholders across the business** has given confidence to both the business, and ultimately the customers, that this is an investment worth undertaking."