



The 'Optimising Engagement' Award

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Winning Entry:

All hands to the barricades to deliver campaign success



Audrey Lugris-Turner
Sanofi



Claire Nelson
Adelphi Research UK



Rebecca Marshall-Clarke
Adelphi Research UK

Entrants' short 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.

What the Judges said:

"A clear, well-structured paper with **engagement at all stages of the project and across multiple groups**. The winner clearly demonstrated a **best practice** of how collaborative working including sales, marketing, medical and support functions can really make a difference to ensure global materials are fit for the UK market, resulting in **significant success in customer adoption** and prescribing."

Supporting Team:
Grace Macnee
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