



best of business intelligence

# Best Business Impact

**Awarded to the research or analytical project that has best demonstrated a significant impact on the UK business. Entries are open to projects in any area of business intelligence**

### Focus of this award:

- Guidance given to the brand team/business as a result of the findings
- Evidence of a change in strategy that resulted from the findings
- Demonstrable and significant impact on the UK client business that is clearly linked to business intelligence

## Finalists:

### Reversing the fortunes of an aging product with a colourful segmentation



**Stephen Ireland**  
Janssen



**Jennifer Redfearn**  
Research Partnership



**Richard Head**  
Research Partnership

#### Executive Summary:

A close client/agency partnership was key to the successful implementation of a mindset-centred segmentation across Janssen’s haematology franchise. The market research insights made account managers question how much they knew their customers and drove the creation of new sales aids and marketing materials. The segmentation worked because it was easy for everybody across the business to understand and action. It had a clear and immediate impact on the business, with segment names becoming common parlance across Janssen. The resulting marketing strategy reversed the fortunes of ailing drug Velcade in the UK, re-energised the sales teams and reinvigorated a mature brand.

### Hidden Misconceptions and Burden of HMB



**Kerry Kriel**  
Bayer plc



**Keturah McElroy**  
Bayer plc



**Karen Foster**  
Bryter Ltd



**Jolene Imber**  
Bryter Ltd



**Laurence Olding**  
Bryter Ltd

#### Executive Summary:

This research supported and contributed to driving growth in a tricky, misunderstood disease area for an established, successful but niched product amongst a physician audience with entrenched attitudes and behaviours and often long-suffering patients with low awareness and stoic attitudes.

Mixed-methodology research was used to re-engage, refresh, and reinvigorate marketing activities whilst rethinking the target population.

The research directly impacted on the design and approach to physician sales activities, focusing on a freshly identified patient group uncovered in the research. For patients, the study inspired a digital disease awareness campaign, to educate women on the need to seek diagnosis.

### Rebooting Gilenya – working in partnership to revitalize an established MS brand



**Steve Lowery**  
Red Leaf



**Philippa Hammerton**  
Red Leaf



**Alexa King**  
Novartis Pharmaceuticals UK Ltd



**Emma Duff**  
Novartis Pharmaceuticals UK Ltd

#### Executive Summary:

With a brand struggling to maintain its position in an increasingly competitive MS market, Novartis needed to revitalise the fortunes of a strategically important product. Red Leaf embarked upon a multi-phase programme of research, delivered using a consultative and partnership style and resulting in a change of positioning, a revision of sales messages and a heightened awareness of the market and the competition. As a result of the outputs from the research, the brand has seen the fastest growth when compared to all other Novartis EU countries and an embedded positioning and value in the minds of HCPs.

**“Branding Science are both delighted and proud to sponsor the BOBI award for ‘Best Business Impact’. The core of our mission at Branding Science is to provide compelling insights that inform strategy and drive action. Naturally, therefore, we are pleased to support an award that reminds our clients what we are all about and recognises the business impact that truly actionable insight can bring.”**

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