



Best Business Impact

Sponsored by



Winning Entry:

Reversing the fortunes of an aging product with a colourful segmentation



Stephen Ireland
Janssen



Jennifer Redfearn
Research Partnership



Richard Head
Research Partnership

Entrants' Short 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.

What the Judges said:

"This entry illustrated how complex methodology can lead to delivery of easily digestible results that **inform strategy** in a simple and effective manner. It was impressive to see how the business intelligence findings not only led to a **change of direction for the brand** but were **successfully embedded** across the whole sales and marketing organisation."