



best of business intelligence

Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers to inform/positively impact strategic decision-making

Highly Commended Entries:

Starting with a blank page: Making multi-faceted methods and integrative analysis work to uncover clear insights and fuel brand strategy



Babis Valmas
Sanofi Pasteur



Kirsty Hope
Adelphi
Research



Susanna Libby
Adelphi
Research

Executive Summary:

Sanofi Pasteur needed to understand and measure the journey to travel vaccinations to identify the reasons behind low uptake of key assets, and to direct brand planning and resource allocation for 2019 across their travel vaccine portfolio. Overlaying of research and existing insights, alongside engaging delivery, ensured internal stakeholders bought into the insights. Insights both prioritized and informed strategic brand imperatives, providing vital glue to empower teams to move forward with relevant and focused goals for 2019.

Understanding the true drivers of decision making



Su Sandhu
SkyBlue
HealthCare



Kerrie Annan
AbbVie Ltd.



Sue Thamia
Synergy
Healthcare
Research



**Charlotte
Sugden Heron**
Synergy
Healthcare
Research

Executive Summary:

AbbVie thought they knew these customers. However, by starting with a blank sheet of paper and conducting a robust piece of work, AbbVie was able to dig deeper into health professionals' underlying motivations and identify distinctive customer segments. These immediately resonated with office and customer facing teams and have become the backbone for promotional campaigns. Key to success was giving all internal stakeholders the opportunity to take the journey that led to identification of these segments via a series of workshops.

When being the best is not enough – a case study in vaccination



**James
MacLeod**
Kantar



Sarah Smith
Kantar



**Stephane
Lebrat**
GSK

Executive Summary:

Kantar worked with a leading pharmaceutical manufacturer to develop launch materials for a new vaccine. The new product offers significant clinical benefit which was expected to clearly differentiate and motivate uptake. However, our research was able to identify a core insight regarding physician motivations which cast doubt on the underlying premise of the campaign materials and showed that whilst the existing materials tested well, they were unlikely to lead to the desired behavior change. The research led to the design of new materials which resulted in sales figures surpassing all prelaunch predictions, with the brand becoming clear market leader.

"Branding Science are both delighted and proud to sponsor the BOBI award for 'Best Customer Insight'. Our mission is to apply scientific principles to design and deliver market research which uncovers compelling insights. Naturally, therefore, we are pleased to support an award that recognises excellence in uncovering the best customer insights, those which can and do make a significant difference for our clients."

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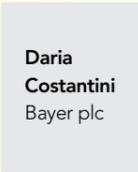
Combining shopper insights and patient research to uncover key drivers of purchase behavior in the women's intimate health category



Isabel Wood
Bryter



Seb Martin
Bryter



Daria Costantini
Bayer plc

Executive Summary:

Bayer has the largest share in the women's intimate health category. This share was being eroded by a newer entrant, despite their product being less efficacious. Bryter engaged in a multi-stage qualitative study of the category, uncovering key insights into the shopper as well as patient mindset, resulting in new understanding of how decisions are made by patients. The research resulted in a major internal shift regarding how to appeal to patients, a revision of the product portfolio, key claims and communication strategy and spawned a further programme of research to better understand the lives and needs of young women.

12 Steps to Better Customer Engagement



Steve Lowery
Red Leaf



Philippa Hammerton
Red Leaf



Kelly West
Boehringer Ingelheim Ltd.



Klynn Alibocus
Boehringer Ingelheim Ltd.

Executive Summary:

To support its strategic goal of becoming more customer-centric, BI needed to better understand the information channel preferences of HCP and Payer customers. Red Leaf conducted a two phase study, utilising qualitative and quantitative methods. Phase 1 revealed a spectrum of digital personas, that define how customers consume information and identified 12 'pillars' upon which successful customer interaction is built. Phase 2 provided robust data to size these personas, before outlining how to optimise the customer experience with each. The research has had a significant impact internally and continues to directly support BI's transformation into a customer centred organisation.

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