



best of business intelligence

# Creative Fieldwork Team of the Year

Awarded to a team for the most creative response to the BHBI's 'Request for Proposal' in a fantasy tender.

## About the Creative Fieldwork Team of the Year Competition

This competition, new for 2019, was designed to let our members' fieldwork capabilities shine. By asking teams to respond to a 'Fantasy Fieldwork' Request for Proposal, we created a level playing field where everyone had the same chance to showcase an ideal field approach, regardless of their company's actual resources or size.

The fictitious brief was in the area of Alzheimer's disease (AD) and referenced a partnership between the client company, a patient support group and a specialised healthcare communications company, who had produced a new online resource to give those affected by Alzheimer's disease some tools to best navigate the topic and feel confident in getting to understand the disease.

The brief required recruiting and interviewing respondents to test these new resources and help make sure that they meet the users' needs. There were some fairly complex sample breakdowns specified – to include HCPs, patients and carers in the UK and France.

Teams had to suggest the most suitable methodology to recruit and 'product test' the resources, ensuring that the correct audience would be reached.

The brief gave plenty of scope for creativity and a few challenges too!

### Highly Commended Entries:

#### Kantar:



Stefan Cave



Franco Esposito



Becki Southern



Jon Puleston

#### SKIM:



Janneke van den Bent



Dennis Blokzeijl



Jeroen van den Hoven



Marcel Slavenburg

#### First Line Research:



John Aitchison



Jeanette Crowder

The BHBI are hugely grateful to the organising team, who put in many hours of hard work to plan the format for the competition and devise the RfP, as well as the judges who gave their time and expertise to assess the entries.

**"SERMO are pleased to sponsor the BOBI Award for 'Creative Fieldwork Team of the Year'. Data collection is the foundation on which business intelligence is built; and as the leader of global data collection for healthcare market research, we are proud to support an award which recognises these achievements."**

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