



Best Customer Insight

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Winning Entry:

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



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Winners' Statement

"This research shows the importance of taking the time to stop and think about what you really want to achieve – whether 'good enough' is sufficient and whether your current strategy will ultimately meet your objectives."

Entrants' Short 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.