



# Creative Fieldwork Team of the Year

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## Winning Team:

Kantar:



Stefan Cave



Franco Esposito



Becki Southern



Jon Puleston

## Extracts from the winning entry:

**Methodology: Exercise Segment Options**  
We suggest creating the research using our award winning survey design technology. Our goal is to make the process of evaluating the materials as simple as possible for the Patients. Showing each video, website segment and piece of Wiki page in short sections followed by a simple evaluation question and the option to make comments if the Patient is capable. This process could be guided by their Carer in same way as we conduct research amongst children. For Carers and Health Care Professionals we would offer them the chance to give more detailed feedback using these engaging and innovative approaches.

- 1. Testing Videos with Emotion Analytics**  
Recommend use of emotional analytics software to capture respondent reaction in real-time through their device camera while they evaluate the video.  
**Why?**
  - Little 'work' for the respondent who is recorded as their reaction is captured.
  - Not relying on recall offers the truest measurement of the feelings of all respondents, especially those with Alzheimer's Disease.
  - All accessed through a proprietary dashboard.
- 2. Testing Website with Video Responses**  
For Physicians, Nurses, Carers & potentially some Patients (guided by their carers) we could invite respondents to record video answers.  
**Why?**
  - Not reliant on typing. Quicker, easier to answer, and is proven to garner more detailed, freeform responses than traditional open ended survey questioning techniques.
  - Provides a valuable video reel to bring research project to life that can be accessed through a proprietary dashboard.
- 3. Testing Wiki Pages with an Interactive Tool**  
We can embed a tool that allows respondents to highlight the elements of the Wiki text they like and dislike and make comments about it.  
**Why?**
  - Accurately marks specific details to ensure the data is actionable.
  - Delivers more nuanced feedback.

## The judges said:

The panel would like to congratulate this winning entry. The submission shone through for the **depth of consideration** that went into putting together all of its recommendations. It is a fieldwork-driven proposal through and through, with creative recruitment and fieldwork methods that convincingly convey how their suggestions will **deliver better data** whilst reducing the burden of fieldwork on respondents. The proposal included a realistic and detailed cost breakdown to support the cost-effectiveness of their assumptions. The judges particularly liked the **strong focus on how to leverage innovative tools** to deliver better outcomes.

## Why Choose the Health Research Network?

- Unrivalled access to Physicians and Nurses** needed for this project
- Experience in complex sampling** frameworks, offering **clear guidance and access** to the most suitable sources required to **reach the Alzheimer Patient and Carer audience**
- A dedicated, specialist Survey Design Team** to consult on maximisation of the questionnaire
- Employment of pioneering technologies** to better **engage and deliver robust data** to accurately inform your decisions
- BHBIA Certified Operations Team**, through the BHBIA Adverse Event Reporting & Ethical Guidelines modules
- Commitment to the use of data quality tools and adherence to GDPR** to ensure the most **reliable, actionable data**
- Transparency in costing and requirements**, offering you **choice** in how to best fulfil your project

## Overall comments from the judges:

We were pleased to see such high-quality entries being submitted in the first year of this new award and would like to thank all the entrants for taking the time and putting in the effort to create their proposals. We congratulate the highly commended teams, whose creative responses to the brief stood out.

All the entries had different points of strength and some of the elements that the judges liked in the shortlisted entries included the mixed methods and sources used for recruitment and well as the creative mix of methodologies proposed for the fieldwork itself. Realistic and detailed sample and cost breakdowns were also considered to be important, along with a clear explanation of how the proposed methodologies would maximise the insights gained from the research. The panel were pleased to see examples of entrants using informed arguments to challenge elements of the brief.

The brief changes each year, so everyone starts from a level playing field. Why not **show us what you can do in 2020?**