



# Best Business Impact

“Janssen is proud to sponsor the BOBI award for ‘Best Business Impact’. The BI Team at Janssen are committed to providing insights that deliver tangible value to the business – so we are very pleased to support an award that raises the profile of BI and recognises the importance of the insights that we deliver in shaping direction & decision making.”

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## Winning Entry:

### Shaking It Up!



**Philippa Hammerton**  
Red Leaf



**Liz Vickery**  
Red Leaf



**Paul Ward**  
Sanofi

**Supporting team:**  
**Ruby Nanda**, KeyQuest Health

### Winners' Statement

“With a determination to keep **emotional insight** at the forefront, the team was able to really **‘Shake Up’** pre-launch planning for a rare, life-threatening blood disorder using some **out of the box thinking** and an **impactful combination of thematic deliverables.**”

### Entrants' Short Summary

Having acquired a pre-launch product it had little insight about, Sanofi embarked on a challenging quest with Red Leaf, to explore the lived experience of a rare, life-threatening blood disorder.

Demonstrating ‘out of the box’ thinking and determination to simplify a wealth of complex emotional insight, the team managed to encapsulate the experience and its stages in a single metaphor. This concept was so powerful and resonant that it has become all-encompassing in Sanofi’s thinking and planning. Its unexpectedness has led to a ‘shaking up’ of the UK’s perceptions, the globally-produced materials and even other countries’ research plans!