



Best Customer Insight

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Winning Entry:

What To Do When The Customers Have Got It Wrong!



Steve Lowery
Red Leaf



Philippa Hammerton
Red Leaf



Liz Vickery
Red Leaf



Paul Ward
Sanofi

Supporting team:
John Aitchison, First Line Research

Winners' Statement

"This research utilised collaboration between different agencies, drawing on both primary research expertise and learnings from behavioural science, to deliver powerful and evidence-based insights. The outputs led to a fundamental change of approach when planning for Dupixent's launch in asthma."

Entrants' Short Summary

To support launch, Sanofi needed to understand the extent to which Dupixent's impact on type 2 inflammation in severe asthma could be leveraged in the UK.

Red Leaf and First Line embarked on research to explore the understanding of type 2 asthma amongst customers. Interviews revealed that physicians' understanding did not match Sanofi's interpretation of the concept! Behavioural science showed how difficult it would be to change these entrenched perceptions!

The research led to a fundamental shift in launch strategy in the UK and globally, directly fed into the NICE submission, and has shaped the development of the sales materials.