Creative Fieldwork Team of the Year

BOBI awards
best of business intelligence

> "The Sermo Team is pleased to sponsor the 2021 BOBI Award for 'Creative Fieldwork Team of the Year'. This award closely aligns with our daily mission to bring a creative lens to fieldwork in order to deliver high-quality data for our healthcare partners, and we are proud to support and recognise these achievements within our industry."

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

About the Creative Fieldwork Team of the Year Competition

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

This year's brief was in the area of Type 2 diabetes. A fictitious pharma company client wanted to harness the power of technology to help patients manage their condition more effectively in both a clinical and holistic sense. There was a complex sample requirement, including patients and carers, as well as a variety of healthcare professionals. Teams had to provide a detailed proposal, including costs, timelines, and compliance considerations.

New for 2021, teams could choose whether to respond to the qualitative or quantitative section of the brief. Although it's fantasy tender and submissions don't have to reflect a company's actual resources, this choice of options means entrants could pick the option that fitted best with their skills and experience, and therefore optimise their chances of success.

Of course, there was the added complexity this year of being sensitive to the COVID-19 pandemic, and the judges were looking for suggestions to ensure the safety of everyone involved in the research.

The BHBIA are very 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.

Highly Commended Entries:

M3 Global Research

Hannah Brown
M3 Global Research

Laura Haxton-Wilde
M3 Global Research

Tom Pugh
M3 Global Research

Tom Parkinson
M3 Global Research

Jana Rueten-Budde
M3 Global Research

Supporting team:
Christina Bendler, M3 Global Research
Daniela Bertoncini, M3 Global Research

Just Worldwide

Anthony Armfield
Just Worldwide

Clare Hopkins
Just Worldwide

Sarah Bennett
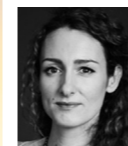Just Worldwide

Kantar, Profiles Division

Franco Esposito
Kantar,
Profiles Division

Rebecca Gonsalves
Kantar,
Profiles Division

Day One Strategy

Aurora Albert
Day One Strategy

James Harrison
Day One Strategy

Elise Roche
Day One Strategy

Abigail Stuart
Day One Strategy