



# Creative Fieldwork Team of the Year

"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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## Winning Team:

### Kantar, Profiles Division:

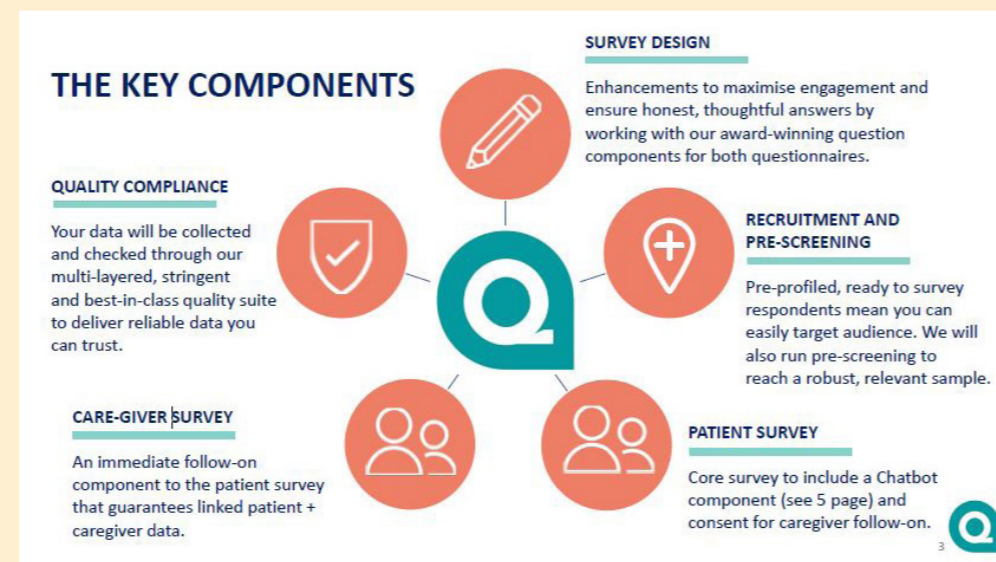


**Franco Esposito**  
Kantar,  
Profiles Division



**Rebecca Gonsalves**  
Kantar,  
Profiles Division

### Extracts from the winning entry:



### Winners' Statement:

"This submission demonstrated a powerful combination of human understanding and technological innovation. Taking the challenges of the pandemic and the evolution of new tools into consideration it delivered beyond the brief with an innovative, relevant and cost-efficient solution."

### PROJECT TIMELINE



### The judges said:

"This was a strong all-round entry that carefully considered every aspect of the RFP and really brought the proposal to life with relevant and welcome suggestions. Realistic pricing, sound, industry-recognised recommendations and a robust testing process set this entry apart. The addition of interactive AI functionality gave the entry an interesting unique selling point, that enhanced the clear, well-presented proposal. The Judges would like to congratulate the winners on this compelling entry."