



Creative Fieldwork Team of the Year

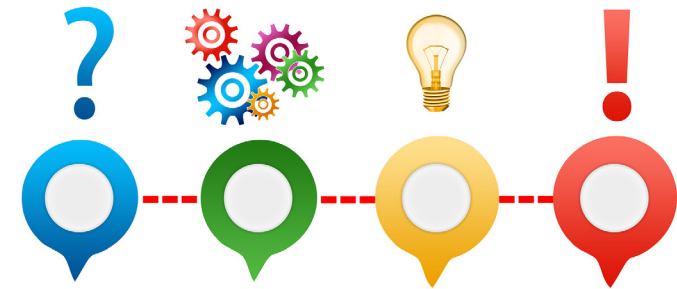
"The Sermo Team is pleased to sponsor the 2022 BOBI Award for 'Creative Fieldwork Team of the Year'. This award closely aligns with our daily mission to bring a creative lens to fieldwork in order to deliver high-quality data for our healthcare partners, and we are proud to support and recognise these achievements within our industry."

Sponsored by



Awarded to a team for the most creative response to the BHBI'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 Multiple Sclerosis (MS). A fictitious market research agency was seeking a dedicated fieldwork partner or in-house field team able to meet their data collection objectives for a research project in this disease area.

Once again this year, teams could choose whether to respond to the qualitative or quantitative section of the brief. In both cases a complex set of sample requirements and delivery options needed to be considered and they had to provide a detailed proposal, with costs and timelines, including reporting frequency.

Of course, we still needed to be sensitive to the COVID-19 pandemic, and the judges were looking for suggestions to ensure the safety of everyone involved in the research, as well as reassurance on compliance with regard to GDPR and AE reporting.

The BHBI are very grateful to the organising and judging team, who put in many hours of hard work to devise the RfP and assess the entries. We also thank all the entrants, for taking the time to showcase your expertise and creativity.

Highly Commended Teams:



Alice Dennehy
Liberating Research Ltd



Nino Hunter
Liberating Research Ltd



Carly Brown
Liberating Research Ltd



Dave Watkins
Liberating Research Ltd

Supporting team:
Luke Watkins
Liberating Research Ltd



Paulina Dabrowska
Research Partnership



Alba Lecea
Research Partnership



Adam Clayton
Research Partnership



Jodie Batters
Research Partnership



Meredith Geier
Research Partnership



Antonella Donetto
Research Partnership

Supporting team:
Harrison Gaiger
Research Partnership



Hannah Brown
M3 Global Research



Tom Parkinson
M3 Global Research



Laura Haxton
M3 Global Research



Michelle Keller
M3 Global Research



Tom Pugh
M3 Global Research

Supporting team:
Christina Bendler
M3 Global Research



Tamara Burke
Survey Healthcare Global



Ferruccio Guglia
Survey Healthcare Global



Simona Vilkaite
Survey Healthcare Global



Michela Gonano
Survey Healthcare Global



Sarah Bennett
Just Worldwide Ltd



Clare Hopkins
Just Worldwide Ltd



Shauna Ipero
Just Worldwide Ltd



Ranj Hayre
Just Worldwide Ltd



Anthony Armfield
Just Worldwide Ltd