



# Best Customer Insight

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Awarded for a research or analytical project that has increased understanding of target customers to inform/positively impact strategic decision-making

## Winning Entry:

### A Sprinkling of Pine Nuts: A Behavioural Science Project on Brand Differentiation



**Claire Jabbour**  
AbbVie Ltd.



**Paul Tinworth**  
HRW



**Hannah McGill**  
HRW



**Emma Neville**  
HRW



**Nina Zeiske**  
HRW

**Supporting team:**  
Katy Irving, HRW

### Winners' Statement

“This new way of thinking about differentiating using psychology challenged traditional product messaging. The project was recognised by Global marketing and other countries because it demonstrated that motivation wasn't the only driver of behaviour and showed tangible ways to engage.”

### Executive Summary

Against the backdrop of an increasingly crowded market, AbbVie needed to understand the underlying motivations and key drivers of treatment selection.

Harnessing the power of behavioural science, this research used a behaviour change model as a framework and demonstrated that trying to differentiate on message alone was unlikely to be sufficient, as the barriers to prescribing were more psychological in nature.

Findings led to sales material updates to address behavioural barriers and to sales team training on this new approach. The team really bought into this new way of differentiating their product utilising psychological insights alongside more traditional product messaging.