



# Best Customer Insight

"Survey Healthcare Global is a proud sponsor of the 2022 BOBI award for 'Best Customer Insight'. At SHG, we are committed to forming strong partnerships with our clients to ensure they always have the right data to distill the core customer insights. We are honoured to support an award that recognizes great achievements in customer insights which deliver significant impact in the business direction of their valued end-clients."

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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:

### Why People Say No to a Life Saving Intervention: How Research Identified Insights into Key Mindsets that Create Barriers to Vaccination



**Vincent Petit**  
Sanofi



**Paul McIntosh**  
Sanofi



**Alice Ling**  
Sanofi



**Frederick Birks**  
Sanofi



**Babis Valmas**  
Sanofi



**Habeeda Rashid**  
Sanofi



**Jon Freeman**  
Synergy Healthcare  
Research



**Larissa Dempsey**  
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Research



**Jenna Griffiths**  
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**Patrick Dalton**  
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Research



**Amy Page**  
Synergy Healthcare  
Research

#### Winners' Statement

"Research identified four segments with different barriers to vaccination uptake. This empowered Sanofi to develop a highly impactful disease awareness campaign, generating over 5 million engagements with adverts and vastly improved website interaction that supported the NHS to encourage vaccination."

#### Executive Summary

Influenza leads to 800,000 GP visits, hospital costs of £100 million/year and 28,000 UK deaths in 2014/15, with warnings of 60,000 deaths in the coming year.

Despite this, uptake of vaccination is limited: 28% of over 65's and over half of high risk groups under 65 remained unvaccinated.

Research was therefore vital to identify how to overcome barriers to vaccination.

Research identified powerful insights into four segments with different attitudes to vaccination, empowering Sanofi to develop a highly impactful disease awareness campaign to support vaccination uptake with vastly improved website interactions and over 5 million digital engagements.