



Best Customer Insight

"Survey Healthcare Global is the proud sponsor of the 2023 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 that 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 and had a positive impact on strategic decision making

Winning Entry:

Rebooting a Brand Campaign in Oncology through the Nuanced Understanding of a Target Customer Persona



John Grime
Strategic North



Lara Lucchese
Bristol Myers Squibb



Emma Brooks
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Rebecca Bennett
Strategic North



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Jess Menzies
Strategic North

Supporting team:

Mel Samson, Strategic North

Mark Compton, Bristol Myers Squibb

Winners' Statement

"We're delighted to be recognised for this work and would like to thank everyone who contributed. We hope the insights continue to enable those treating and managing Oncology patients to feel empowered to prescribe treatments best suited to their needs."

Executive Summary

In 2020, Strategic North, in partnership with BMS UK, developed a suite of actionable HCP personas in an Oncology indication.

By 2022, internal feedback indicated that customer beliefs and behaviours had evolved in the largest persona. Strategic North were re-commissioned to develop a new, more nuanced view of a single persona.

The findings gave BMS a broadened understanding of these customers and enabled them to optimise the omnichannel customer journey.