

Creative Fieldwork Team of the Year

"The Sermo Team is pleased to sponsor the 2023 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."





Awarded to a team for the most creative response to the BHBIA's 'request for proposal' in a fantasy tender

Winning Team:



Ross Anderson Research Partnership



Caroline Walter
Research
Partnership



Adam Clayton Research Partnership



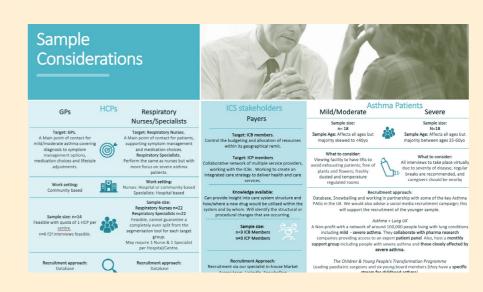
Tia AromonaResearch
Partnership

Extracts from the winning entry:



Winners' Statement:

"The task challenged the team to utilise our creative thinking, fieldwork expertise and adaptability to answer the challenging client brief. Winning this prestigious award recognises our solution-based approach at Research Partnership, marrying our patient-centric outlook whilst surpassing client expectations."



The judges said:

"The judges were impressed with this strong entry which made compelling arguments in a thorough, relevant and well-structured proposal and strongly evidenced the entrants' knowledge. The judges wanted to highlight the credibility with which this entry challenged the fantasy brief on several assumptions, including the client's preferred timings, the screener, the duration of the market research activity and the request for segmentation."