BOBI AWARDS 2025

Best Business Impact

Awarded for a research or analytical project that demonstrates a significant impact on the client's UK business

Winning Entry:

Changing The Conversation

Joanna Head
Perrigo

Briannon Hammond
Perrigo

Natalia Shelton
Perrigo

Philippa Hammerton
RedLeaf Research

Supporting Team:
Acumen Fieldwork
M3 Global
Mark Wills, Wills Data

Winners' Statement

"Insight into in-pharmacy pain and sleep-related conversations had wide-ranging impact: from the design of two highly-regarded training programmes, to a direct and immediate sales uplift and even an increase in the perceived value of HCP insight at a European level."

Executive Summary

With both pain and sleep categories facing barriers to brand recommendation, Perrigo set out to understand conversations pharmacy staff face about codeine and diphenhydramine. The aim was to develop training which would empower pharmacists in appropriately recommending Perrigo products.

RedLeaf's research identified specific knowledge- and skills-related gaps within the responsible recommendation of analgesia, which, coupled with the content required to fill them, fed directly into the design of a new, highly-regarded training programme. Meanwhile, insights around pharmacists' lack of knowledge in sleep led to a modification in strategy, broadening HCP education beyond issues of dependency, and leading to increased sales.