



# Best Business Impact

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

"Prescient is proud to sponsor the BOBI Best Business Impact Award 2025, recognising the vital role that market research plays in developing differentiated brand strategies throughout their lifecycle. This award highlights the significant impact that market research can have when it delivers actionable insights that drive and shape successful commercial strategies in the marketplace. Brands cannot succeed without insights, which provide the fuel and guidance necessary for informed decision-making and a clear path forward."

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## Winning Entry:

### Changing The Conversation



**Joanna Head**  
Perrigo



**Briannon Hammond**  
Perrigo

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



**Natalia Shelton**  
Perrigo

**Philippa Hammerton**  
RedLeaf Research

### 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.