



Best Customer Insight

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WINNING ENTRY

Emotional intelligence: How understanding motivations helped Pfizer revitalise a 20 year old brand

Pfizer / Synergy Healthcare Research Ltd

Executive Summary:

Genotropin was launched over twenty years ago but recently had been losing share.

Research provided many key insights, including:

- Diagnosed families feel lost. They need trusted allies on their emotional journey.*
 - Endocrinologists focus on treatment goals and they do not give much attention to the emotional needs and concerns of new patients starting GH therapy.*
 - Pharmaceutical companies generally underestimate nurses' need for respect and potential to make a difference to the quality of their patients' lives.*
 - The GoQuick device is one part of a single brand experience which includes clinical factors, corporate image and service elements.*
 - The opportunity was identified for Genotropin to be associated with positive aspects of a child's personal development (growth) in terms of the brand empowering them to take responsibility for certain aspects of their management. This complements the benefits of growth hormone therapy on physical growth: this is an emotionally compelling proposition for health professionals.*
- Insights led to entirely new communications approach, new sales training and an increase in Genotropin market share. Subsequently, the European campaign was implemented across a large number of markets which resulted in saving of nearly \$1 million in time and agency costs compared to developing campaigns for each market.*

Judges' comments:

This was a very good quality entry showing an interesting regeneration of an old brand.

There were clear actionable results from the research that had a major impact on both the communication campaign and product usage, not only in the UK but cascading into other countries in Europe as well. The research provided information that drove an important change in teams' mindset and gave clear direction for communication and messaging.

The key winning factor was that there was a "light-bulb" moment, something that does not happen very often, providing very insightful findings that had a far reaching effect.

RUNNERS-UP (Judges' comments):

Reaching Out - Using innovative approaches to understand the health attitudes of harder to reach groups in the North West

Pfizer / Adelphi Research UK

An interesting research project supporting a partnership type of approach where there is a win-win in that the research helped the NHS as well as being useful to the Pharma company.

The judges liked the application of consumer style research approaches in the recruitment of difficult to reach audiences.

Nice to have or need to have – uncovering the challenges posed by the cash-strapped NHS

AstraZeneca / Adelphi Research UK

An interesting paper and the judges liked the innovative research design which was demonstrated to be effective.