



Excellence in Communication Research *sponsored by Kantar Health*

WINNING ENTRY

Like a little boy in a sweet shop – or how co-creation was used to refine a ‘pick and mix’ sales aid and optimise the use of important new trial data

AstraZeneca / Adelphi Research UK

Executive Summary:

AstraZeneca had recently obtained important new mortality data, creating a need to update UK sales materials, to align with global re-positioning. Previous research had identified that the volume of data supplied within the current sales aid meant that there was a ‘pick and mix’ approach to positioning within secondary care, resulting in a lack of consistent message recall.

Co-creation groups were used to streamline the sales aid and incorporate the new trial data. The approach allowed AstraZeneca to work first-hand with customers, in a way which had not been experienced before and resulted in a campaign which reinvigorated the salesforce and created a new and exciting story for an established brand. Initial indications are that the new campaign has had a positive impact on both customers’ perceptions of the brand and market share.

Judges’ comments:

The current AstraZeneca sales aid was being used in a “pick and mix” fashion which resulted in a lack of consistent message recall. The judges were impressed with the innovative use of co-creation groups, which allowed AstraZeneca team to interact directly with different physician groups to streamline the sales aid. This was a creative approach to a common business problem, which delivered clear recommendations and business impact.

What made this entry stand out was the quality and clarity of the submission. It was clear to the judges what the team were trying to achieve, the recommendations were very strong and were implemented successfully which lead to a positive improvement in DFU results.

RUNNERS-UP (Judges’ comments):

Not all executions are the same: testing visual executions for a major statin brand

medeConnect Healthcare Insight / AstraZeneca

medeConnect worked with the Crestor brand team to test four visual executions for a detail aid. Online interactive mark up technology demonstrated reactions to the concepts. The judges thought the methodology chosen helped provide insight and the research recommendations were implemented and delivered business impact.

Tapping into the Viscera – deeper understanding through a discussion forum

Takeda UK / Millward Brown

Faced with the rejection of initial campaign concepts and unfavourable evaluation of previous research methodology, Takeda sought a new approach and conducted an on-line forum to select a final advertising concept. The judges thought that the research methodology chosen was both cost effective and time efficient. The on-line forum methodology, adapted from consumer research allowed physicians to engage and interact over time, and the project was delivered with savings in time and budget.