



Most Innovative Approach
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WINNING ENTRY

COPD On-Line Community – A Breath of Fresh Air for Leading Brand
Insight Research Group / Boehringer Ingelheim

Executive Summary:

Faced with the prospect of a competitor launch and other significant changes in the COPD market, it was essential for a leading brand to fully assess and anticipate the impact and customer response to change.

The innovative approach used centred on an on-line community, which ultimately ran for 6 months. During that time topics were explored through discussion forums, quick polls, diaries, live on-line groups, idea boards and campaign materials assessments.

In response to the outputs of the research, plans for the brand were adapted at short notice, and strategy was fine-tuned to help develop more consistent, compelling communications.

Judges' comments:

This was a simple approach which led to substantial insights that in turn successfully challenged internal thinking. The entry conveyed a true sense of engagement within the business, which had a real & positive business impact.

This was the submission which best demonstrated a truly bespoke approach to innovation and also the one which was able to best demonstrate impact on the UK business through implementing the research recommendations.

RUNNERS-UP (Judges' comments):

Unearthing the unseen truths: Using implicit methodologies to unveil true reasons behind physicians' prescribing behaviours

Strata Research / Implicit Research / Roche Products Ltd

This was a well thought out and comprehensive submission, which highlighted a different approach to a more traditional business problem. It used a methodology rooted in social psychology and applied it to help understand true reasons for prescribing in rheumatology.

Power of the People

Pfizer / Face

This was an innovative and comprehensive approach which utilized the skills and experience of a partner from outside of the traditional healthcare space. It described a fascinating journey that involved taking some of the emergent themes in the consumer world and applying them to potential development opportunities for the pharmaceutical industry. It constituted a very interesting story about exploring opportunities to diversify.