Best Business Impact

BOBI awards
best of business intelligence

"Janssen is proud to sponsor the BOBI award for 'Best Business Impact'. The BI Team at Janssen are committed to providing insights that deliver tangible value to the business – so we are very pleased to support an award that raises the profile of BI and recognises the importance of the insights that we deliver in shaping direction & decision making."
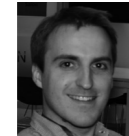
Awarded for a research or analytical project that has demonstrated a significant impact on the UK business

Highly Commended Entries:

Project Guess Who – Working Differently: Focusing on What the Customer Really Wants

Niclas Holme
Brains and Cheek

Catriona Gibb
Brains and Cheek

Laura McDonald
Brains and Cheek

Laith Refaei
Sanofi

Ildiko Jones
Sanofi

Vincent Petit
Sanofi

Supporting team:
Angela DeMarchi, Sanofi
Michael Wilson, Sanofi

Executive Summary:
Sanofi aims to be a customer driven business recognised as brilliant at what we do. Therefore, we created a segmentation that allows us to identify the highest potential customers, not by prescribing behaviour, but based on underlying customer attitudes/beliefs. This enables us to give HCPs a tailor-made communication according to their needs/behaviours. We have objectively established different personas and created a consistent, standardised way to allocate them to each of our customers. This allows us to disseminate tailored and personalised content through the right channels to the right customers. The outcome is an enhanced customer experience and business success.

Managing Loss of Exclusivity – Informing the Business at a Critical Time

Tristan Nichols
AbbVie Ltd.

Lazaros Mavridis
AbbVie Ltd.

Andy Stewart
AbbVie Ltd.

Hassan Sabbah
AbbVie Ltd.

Ty Hughes
AbbVie Ltd.

Iain Butler
AbbVie Ltd.

Supporting team:
Steve Johnstone, AbbVie Ltd.
Kyle Poots, AbbVie Ltd.

Executive Summary:
We approached loss of exclusivity for our cornerstone brand and therefore a cost-sensitive tender situation, with local decision making which would impact the product's performance.

We looked to inform leadership of anticipated and actual local decisions in the market, using both in-field intelligence and automated daily data insights, fused with machine learning (AI). This insight drove strategic and tactical decision making throughout this critical time.

The lessons from this work allowed the evolution of the business to one where decisions are based on insights – from data and from customers – driving alignment across functions.

Shaking It Up!

Philippa Hammerton
Red Leaf

Liz Vickery
Red Leaf

Paul Ward
Sanofi

Supporting team:
Ruby Nanda, KeyQuest Health

Executive Summary:
Having acquired a pre-launch product it had little insight about, Sanofi embarked on a challenging quest with Red Leaf, to explore the lived experience of a rare, life-threatening blood disorder.

Demonstrating 'out of the box' thinking and determination to simplify a wealth of complex emotional insight, the team managed to encapsulate the experience and its stages in a single metaphor. This concept was so powerful and resonant that it has become all-encompassing in Sanofi's thinking and planning. Its unexpectedness has led to a 'shaking up' of the UK's perceptions, the globally-produced materials and even other countries' research plans!