

Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision-making

“Survey Healthcare Global is the proud sponsor of the BOBI award for Best Customer Insight 2024. SHG is committed to forming strong partnerships with our clients to ensure they always have the right data to distil the core customer insights. We are honoured to support an award that recognises great achievements in customer insights that deliver significant impact in the business direction of their valued end-clients.”

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Winning Entry:

Reinvigorating Fundraising Communications for the Long Term: How Behavioural Insights Brought a Leading Charity Closer to Supporters



Nick Eul Barker
Alzheimer's Society



Vivienne Egan
Alzheimer's Society

Ed O'Ferrall
Bryter



Emma Pulman
Bryter

Supporting team:
Anzie Huynh, Bryter
Alisha Hardy, Bryter
Seb Martin, Bryter

Winners' Statement

“Robust, structured insights within an academic framework guided a decisive shift in how Alzheimer’s Society communicates with its long-term supporters. Sensitively capturing experiences, memories, and changing needs enabled the Society to bring supporters closer to their work.”

Executive Summary

Alzheimer’s Society’s ability to fulfil its remit to campaign, research, and support people living with dementia is reliant on the time and money donated by a crucial group of customers: long-term supporters. Keeping these supporters satisfied over the long term was a challenge existing communications struggled to fully address.

Bryter utilised Fogg’s Behaviour Model (FBM) in this deep-dive into the motivations, abilities, and prompts driving support at different stages of supporters’ dementia journey. The research effectively challenged the Society’s prior assumptions about its supporters and shifted focus of fundraising communications to those most motivated and able to give.

Runner-Up:

Beyond Words: Decoding Prescribing Behaviour to Transform Customer Engagement

Shaan Thakerar, AbbVie & Ben Lorkin, Day One Strategy

Supporting team: Hannah Marshall & James Harrison, Day One Strategy