

Awarded for a research or analytical project that demonstrates a significant impact on the client's UK business

Prescient is proud to sponsor the BOBI Best Business Impact Award 2025, recognising the vital role that market research plays in developing differentiated brand strategies throughout their lifecycle. This award highlights the significant impact that market research can have when it delivers actionable insights that drive and shape successful commercial strategies in the marketplace. Brands cannot succeed without insights, which provide the fuel and guidance necessary for informed decision-making and a clear path forward.

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Finalists:

From Complexity to Clarity: a Game-changing Approach to Global Pharmaceutical Tracking



Hannah Tough
Day One Strategy



Elise Roche
Day One Strategy



Emma Eden
Day One Strategy



Emilie Genero
Day One Strategy



Yasmin Talsi
UCB



Joanna Dutton
UCB

Executive Summary:

Together with our client, we developed the Integrated Brand Tracker - a multi-layered programme delivering a unified view of Brand X.

Our transformative programme represented a step-change in tracking – offering agility and depth rarely seen in traditional approaches, diverting from their existing approach and offering one source of truth.

The agile, unified design allowed proactive & informed decision-making at crucial launch periods. In-depth tracking meant key messages tailoring, measurement of conference ROI to build business cases, and influence on a NICE submission.

Internally, the programme broke silos, built global bonds, elevated the UK team, and made significant financial savings.

Finding the Diamond in the Rough When Your USP is Not All It Seems



Cristiana Carata
Mundipharma



Emilie Genero
Day One Strategy



Hannah Mann
Day One Strategy

Executive Summary:

Prior to this research, we were building the launch positioning of our anti-infective around one main benefit identified by the KEEs/KOLs.

The insights showed that this benefit alone was unlikely to disrupt habitual prescribing. Instead, customers are enthusiastic about a suite of other product benefits which we based our successful launch on.

Changing The Conversation



Joanna Head
Perrigo



Briannon Hammond
Perrigo



Natalia Shelton
Perrigo

Supporting Team:
Acumen Fieldwork
M3 Global
Mark Wills, Wills Data



Philippa Hammerton
RedLeaf Research

Executive Summary:

With both pain and sleep categories facing barriers to brand recommendation, Perrigo set out to understand conversations pharmacy staff face about codeine and diphenhydramine. The aim was to develop training which would empower pharmacists in appropriately recommending Perrigo products.

RedLeaf's research identified specific knowledge- and skills-related gaps within the responsible recommendation of analgesia, which, coupled with the content required to fill them, fed directly into the design of a new, highly-regarded training programme. Meanwhile, insights around pharmacists' lack of knowledge in sleep led to a modification in strategy, broadening HCP education beyond issues of dependency, and leading to increased sales.

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Finalists:

Growth Through Renewed Purpose: How Insights Breathed New Life into a Declining Brand



Tom Weldhen
AstraZeneca



Paula Barron
AstraZeneca



Shilpam Patel
AstraZeneca



Georgina James
Bryter



Laurence Olding
Bryter

Executive Summary:

A new indication offered the chance to revitalize a brand in long-term sales decline, but success hinged on overcoming a daunting set of challenges. The team faced poor patient outcomes, prescriber and guideline inertia, payer generics focus, and the need to significantly reposition a well-known brand.

AstraZeneca and Bryter's iterative study fused in-depth focus group insights with survey validation to generate a launch plan sidestepping unforeseen dangers, targeting patients ripe for early uptake, and prioritizing engagements to ensure guideline recommendation.

Impact was profound with a launch addressing patient outcome and environmental needs to return the brand to growth.

Shaping Launch Strategy in an Unfamiliar Rare Disease Space



Charlotte Sugden Heron
Synergy Healthcare
Research

Sarah Johnson
Novartis

Rakesh Kataria
Novartis



Amy Page
Synergy Healthcare
Research



Cherie Peng
Synergy Healthcare
Research

Executive Summary:

Novartis were planning an important launch in a rare-disease market where they had no prior experience. What resources should they allocate to such a launch?

Research was conducted across the UK to show that management of patients involved many more healthcare professionals than originally envisaged, and the need for customer education. The results were used to successfully argue for increased resource allocation and sales team capacity, as well as feeding into revisions of materials, leading to a very successful launch for the new product.