



Market Research Case Study

EphMRA announces the 2011 Award for all pharmaceutical market researchers which involves submitting the description of a case study. This case study should showcase a piece of insight work, which could cover primary, secondary research or a combination of both. This is open to agency and client side researchers of all levels of experience and in any location.

In 2011 submissions are invited on all topics - the most innovative, interesting and forward thinking entries are sought.

As researchers we are all being asked to think harder about what we do and to demonstrate how the research will make an impact and help to shape the business. Bearing this in mind your synopsis must clearly demonstrate:

- The business decision the research is supporting
- How the research added value to the decision making process for the client
- The extent to which the research made an impact, and in what way

In assessing your synopsis the Judging Panel will look to see how the above questions have been answered in the case study.

Case studies which demonstrate a well reasoned approach showing how the research process evolved, what went well, lessons learned along the way and how the outcome was shaped will be particularly welcomed.



So, how do you enter the Case Study Award?

There is no entry fee for this award - it is free to enter.

Step 1

In the first instance you should submit a synopsis to EphMRA which should be a 2 page maximum written outline of the case study. This should be in Word format. Case studies may include any country or geographical region. The synopsis should be sent to generalsecretary@ephmra.org

Time deadline for EphMRA to receive your synopsis is **January 31st 2011**. Submissions after this date are not possible due to the time schedule.

Step 2

By 3rd week in February the Judging Panel will have assessed the synopses and feedback given.

Step 3

The most promising synopses are then invited to make a final case study submission, so not everyone will proceed to this step.

This final submission should be a maximum of 8 Powerpoint slides long along with other multi media files to ensure it is state of the art and up to date. In addition to this a Talking head video in a Windows media file should be submitted (max 5 minutes long) whereby the author presents the research in English.

Time deadline for EphMRA to receive this final submission is **30 April 2011**. Submissions after this date are not possible due to the time schedule.

Step 4

The Judging Panel will assess all entries in May and early June 2011.

Step 5

Winners are announced at the annual EphMRA Conference - in June 2011.

Case Study Confidentiality of Topic

As much information as possible about the product/brand involved as well as the methodology and findings should be disclosed in the case study submission but EphMRA appreciates that anonymity may be necessary with regards to certain information in the case study.

Language

All synopses, documentation, media etc must be in written and spoken English.

Judging Panel

The Judging Panel for the 2011 Award is:

Karen Swords - Director - The Research Partnership, UK

Marianne Fletcher - Senior Brand Intelligence Manager - Pfizer Limited

Beatrice Redi - Customer & Disease Understanding Sr. Manager, Customer Services & Solutions - Merck Sharp & Dohme/Schering-Plough Italia

David Mackenzie - Managing Director - Adelphi International Research

Supported by Bernadette Rogers, EphMRA General Secretary

Judging Confidentiality

All case study submissions will be assessed in confidence by the Judging Panel.

Winners

There will be one overall winner of this award. However, the Judging Panel, at their discretion, may make Commendation Awards to other highly valued case study submissions.

What the Overall winner receives

- An engraved trophy to display in your office

The winning case study will be:

- published in the EphMRA September News available on the EphMRA web site
- subject of an EphMRA webinar during which the case study will be presented to all members who wish to dial in

Commendation Awards

- A certificate to display in your office The case study will be published on the EphMRA web site

2010 Winner

Optimal Strategix Group was the 2010 Winner with their case study:

'Understanding Stakeholders' Unmet Needs to Commercialise Discontinuous Innovations'.

This is available on the EphMRA web site (under Publications).

Contact and Questions?

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