

Best Business Impact

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



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Winning Entry:

Shaping the Success of Nestlé Health Science's Launch of their First-in-class Adult Enteral Feed

Emily Greenwood
Strat7 Incite

Tom Lister
Strat7 Incite

Jake Ashton
Strat7 Incite

Nikki Bryan
Nestlé Health Science
UK

Supporting members:

Ahmed Abbas, Nestlé Health
Science UK

Winners' Statement

"By triangulating multi-source research and engaging cross-functional stakeholders, our research shaped NHSc's new first in class adult enteral feed containing food derived ingredients, delivering clear launch strategies that exceeded targets and set a benchmark for future UK and global launches."

Executive Summary

Challenge:

Nestle Health Science (NHSc) were planning to launch Compleat in the UK – a first-in-class commercial adult enteral feed containing food derived ingredients. Foundational research was needed to shape NHSc's launch strategy.

Approach:

An iterative workplan triangulating multiple data sources and audiences to capture a holistic view of the market. Cross-functional stakeholder collaboration throughout to maximise engagement and ensure project findings were fully activated within the business.

Impact:

Recommendations shaped several critical launch activities: Dietitian education, brand positioning, communications and targeting strategy. This led to a highly successful launch; NHSc exceeded their first-year sales target by 220% and the launch was acknowledged as a 'best practice model' for global launches internally.