

Best Use of AI

Awarded for a market research or analytical project that demonstrates effective and responsible use of artificial intelligence to generate insight and enhance decision-making.

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Day One

Day One Strategy is proud to sponsor the BOBI Award for Best Use of AI – a category that looks to the future of our industry. A future where AI has potential to transform how we generate, connect, and apply intelligence across insights and analytics. We're delighted to celebrate those pioneering the responsible and creative use of AI to drive meaningful progress.

20 Years
BOBI
AWARDS 2026

Winning Entry:

Transforming Patient Insights: A Secure, Symbiotic AI and Python Framework for Ethical Physician Behaviour Segmentation.

**John Storey, Dip HE
(Open)**

Marketing Sciences Limited

Winners' Statement

"We replaced the 'Black Box' of unpredictable AI with a secure, Python-powered 'Safety Rail.' This innovation delivers lightning-fast, reproducible physician insights, transforming guesswork into evidence-based strategy and potentially accelerating the journey for Alzheimer's patients across the UK NHS."

Executive Summary

In the high-stakes Alzheimer's market, understanding physician behaviour is critical, but data is now too complex for traditional spreadsheets. While many turn to AI, using it in isolation is risky. Public AI models pose severe confidentiality threats, as sensitive proprietary data can be absorbed into public training sets. Furthermore, AI is inherently stochastic; it can "hallucinate" inconsistent results that lack the iron-clad reproducibility required for multi-million-pound board decisions.

We created the Safe-Sync Protocol to solve this. It utilises a high-speed AI engine protected by a solid Python "safety rail." Instead of letting AI perform the math, we use its linguistic power to scan thousands of physician interviews and write sophisticated analysis code. We then execute that code in Python, a deterministic language that produces identical, evidence-based results every time, ensuring a "Glass Box" approach that is fully auditable.

Triangulation for Accuracy: We used AI to generate a "Hypothetical Segmentation" as a creative baseline, comparing this "robot's intuition" against hard, calculated Python results. This allowed experts with deep medical and BI knowledge to refine outputs. This revealed e.g. "Diagnostic Pragmatists"—clinicians eager to treat but hindered by local NHS infrastructure.

Total Data Security: We developed a secure web app where proprietary data stays in a "locked vault," processed in RAM and wiped instantly to ensure zero training of public models.

Strategic Impact: This model could potentially allow brand teams to pivot from generic messaging to targeted infrastructure support, potentially streamlining clinical pathways and accelerating access to life-changing treatments.