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.

20 Years BOBI AWARDS 2026

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"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."

Finalists:

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

John Storey, Dip HE (Open)
Marketing Sciences Limited

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.

Ctrl+Alt+Consult: Interactive AI Avatars as a Tool for Healthcare Insights

Rory Mitchell
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Supporting members:

Lorna Kirman, HRW

Executive Summary:

Patient-physician consultations are critical for product success; how patients describe their symptoms, the questions physicians ask, how treatment options are presented... yet the realities of these interactions are difficult to simulate in market research.

In mid-2024, AI-generated avatar technology started to emerge, showing promise as a way to ethically, cheaply, and effectively simulate half of the interaction with an AI to learn from real respondents.
This project developed and piloted an approach with interactive AI avatars, leveraging a large language model guided by a knowledge base, video, and voice responsiveness technology. These avatars were used to play the role of a HCP in interactions with real patients, and vice versa. The responses from these avatars to real respondents were not pre-scripted and were instead generated live.

The project started with a prolonged development and testing period, in which the team encountered many hurdles with avatars being glitchy, unrealistic, overly-verbose, or over/under emotional. But once sufficiently functioning prototypes were developed, they were tested live in interviews with real doctors and patients.

The study's interviews yielded mixed results, with faults in the technology continuing in the interviews, but when functioning, the resulting interactions were a rich source for emotional, behavioural, and linguistic analyses. The study highlighted what information patients spontaneously volunteered vs revealed after being probed, how physicians asked questions, and how physicians presented information to patients.

Ultimately this study delivered an early proof-of-concept and critical learnings to establish the use case for interactive AI avatars to simulate doctor-patient interactions.