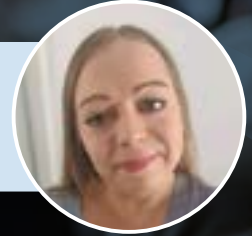


BHBIA Conference 2023

A Story of Progress and Transformation



Chris Pickering,
Business Development
Manager



Jess Finney,
Senior Research
Executive

Were you at the BHBIA Conference this year? How did you find it?

Our Branding Science team came back energised and even more committed to finding the optimal balance between the “new and shiny” and “tried and tested” when addressing our clients’ business challenges, and collaborating with our community partners to improve the lives of patients.



Paul O-Nions’ opening session using ChatGPT brought into sharp focus a debate we have been having in our internal discussions: the leap forward in innovation and technology is exciting and engaging, already delivering fascinating insight, but also demonstrating that we are still at the foot of a sharp learning curve where the need for objective evaluation to identify risks, inaccuracies and limitations is paramount. We need to keep learning, embracing new tools, but also ensuring that we apply them judiciously, developing reliable evidence of the specific situations in which they bring the greatest value to patients and clients alike.

A key feature running throughout the conference was that of collaboration and community (a trademark of the BHBIA) and our keynote speakers were on-theme with their session about bringing teams together. So many topics resonated with us and the work we do at Branding Science, from the importance of taking your brand and business and telling an impactful story to delight and engage your clients, to the influence of the emotional brain on our perceptions and decisions.

The Branding Science behavioural science centre of excellence applies these principles to our clients’ brands, leveraging the science of branding to help our clients ensure future success.





**So here we are, back in the office.
What are we going to do differently
today, based on what we have
learned at the conference?**

The event delivered engaging topics such as whether market research can co-exist with Big Data, where Andrew Sims skilfully used some unique analogies to demonstrate his point; the ever-topical subject of FMV; a fascinating new approach from HRW covering speed testing in implicit associations; a thought-provoking session on creation for personal care records from IPSOS; and highlights from the workshop sessions covering the metaverse (Basis Health) and why transformation can be difficult (Day One).



Another impactful session from Anthony Rowbottom encouraged us to debate whether “new is always better”, highlighting the temptation to jump into the newest developments in order to be seen as innovative and standing out, and recommending taking time to contemplate and take heed before diving in, remembering that established methodologies and practices are our mainstay for good reason, and can be used in parallel with new approaches to provide what Anthony describes as “wonderful solutions”.



Having had a few days to think about it, we conclude that “thinking about it” is something that we enjoy most. We’re going to use all that we have learned as we continue to be our clients’ “thinking partner”, challenging the brief, exploring hypotheses, and then creating bespoke approaches that will best deliver actionable insight for clients and benefit for patients. As one of our clients said to us recently, “innovation comes from a place of need”, and as we focus on your unique business needs and the challenges that they inevitably bring, we’re looking forward to applying our thinking alongside innovations old and new, to create an innovative approach that will help you and your brands achieve success.

If you are wrestling with a “knotty problem” and would benefit from chatting it through with a thinking partner, please get in touch.

We are energised and ready to go!

**Please reach out to
Chris Pickering
(Christopher.Pickering@branding-science.com)
or
Carolyn Chamberlain
(Carolyn.Chamberlain@branding-science.com to discuss!**