

by



**dear clients,
give better briefs**

THE PROBLEM.

we like Mark Ritson at boxee.

the no-holds barred marketing consultant cuts through the bullshit with some simple thinking, and we are so here for that.

i recently came across an article of his* on the disconnect between marketers and creatives when it comes to brief writing.

78% of marketers think they write fantastically clear briefs.

whilst only 5% of creative agencies agree.

pretty numbing numbers.

there's no corresponding survey in market research but i'd bet my last rolo that the data would tell a similar, frustrated tale.





the RfPs we receive from clients are great at telling us WHAT they want: “to understand how to help patients.” they’re prescriptive, if over-ambitious in some cases, with the how: “we want 50 x 60-minute telephone interviews with patients and carers.” and they mostly tell us when they want it delivered by: “tomorrow afternoon, please.”

what’s missing - and glaringly obvious when it comes to the final report, where everyone is scratching their heads, wondering what question we’re supposed to be answering - is the WHY.

**WHY ARE WE
BOTHERING WITH
THIS PROJECT?**



**WHEN WE SAY WHY BOTHER,
WE DON'T JUST MEAN:
"BECAUSE WE ARE A
PATIENT-CENTRIC
COMPANY."**

if we're going to adopt Mark Ritson's no-bullshit approach, our clients work for a business, and all initiatives have to come back to ROI and the bottom line.

admitting this isn't bad, in fact, it can clarify thinking. strip away the fallacies and the noble but ultimately pointless causes, and replace them with a singular focus that fits with what you're trying to achieve for your brand.

at the end of the day, that's all that matters in this context.

and just so you know, the two aren't mutually exclusive.

**you can help patients
AND grow your
brand's market share.
you just
have to be clear
on the why.**



we recently had the pleasure of working with a client who knew their WHY inside and out: their current patient support wasn't aligning with the brand positioning, and in some cases, telling a story that went against their data.

their goal, which was clear in their brief to us, was to identify the overlap - what one thing did they need to do to better support patients on their product, whilst ensuring the story they told was backing up their commercial comms.

it led to our most refreshing and meaningful research project ever. getting to talk to patients and nurses with a real, defined purpose, finding out what they really needed when taking our client's drug. not the stuff you read about in the SPC but the most debilitating, or liberating moments. knowing that these needs were going to be turned into solutions.

solutions that didn't just lead to more education. or more side effects stuff. or more diet stuff. the stuff you can quickly find anywhere using google.

they put the patient front and centre. and lo and behold, they served their brand strategy, too.



so let's make 2022 the year of better briefs.

be bold. be brave. ask why.

why are we bothering?

and don't commission or pitch for any research until the WHY is there on the RfP.

get in touch with Sofia (sofia@boxeegroup.com) to talk more about why the why in your brief matters.



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SAY NO

TO BLAND.

COME WORK

WITH US.